

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia/ July 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Grey Group	Big Cola(ATL and digital) Project,BCA KlikPay Project, Djojonegoro C1000 Project	2.34		2.34
2	3	Dentsu	Honda Project, Softex Tissue, CIMB Niaga Bank Project	2.21	PT Akasha Project	2.20
3	2	Y&R	TPS Rice, adidas, MERCK, Prudential Insurance	2.10	Microsoft CRM	2.00
4	4	McCann WorldGroup	Jakarta International School, Wyeth ,Taisho Project, Cafella	1.57		1.57
5	8	Ogilvy	AHA Centre,RAIF Project, GRM International Project	1.16		1.16
6	5	Fortune Indonesia	Pt Calpis Indonesia Project, PT Asuransi Jiwasraya Persero, PT Multi Bintang Indonesia Tbk	0.90		0.87
7	6	BBDO	Carrefour	0.50		0.50
8	7	TBWA	Castrol Project, Bosch Project, Lenovo Mobile Project	0.45		0.45
9	9	DDB	Aviva and Astra, Permata Bank, Prudential Project	0.41		0.41
10	10	Saatchi & Saatchi	Pertamina Oil & Gas	0.30		0.30
11	12	JWT	Daum Communications Project, WePlay Project, CIGNA, Johnson's Baby Project	0.54	Indofood (Pop Mie brand)	0.29
12	11	Leo Burnett	Indofood (Pop Mie brand)	0.26		0.26
13	13	Lowe	FrieslandCampina	0.20	Johnson's Baby Project	0.12
14	14	Publicis	Intel Embedded System. Sanofi Digital, PT Akasha Project	0.07		0.07
15=	15=	Bates		0.00		0.00
15=	15=	Havas Worldwide		0.00		0.00
15=	15=	M&C Saatchi		0.00		0.00
15=	15=	DraftFCB		0.00		0.00

MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia/ July 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)
1	1	MEC	Traveloka, Permata Bank, Lasallefoods, DSG International	2.45		2.45
2	2	Carat	Nokia, Mondelez, Friesland Campina, Mastercard	2.96	Finance client	1.46
3	3	Vizeum	Reckitt Benckiser, FWD Life Insurance	1.20		1.20
4	4	MediaCom	DBS (Digital)	1.10		1.10
5	5	OMD	Coach, Beiersdorf	1.25	Lasallefoods	0.65
6	6	Universal McCann	Siam Cement, Ajinomoto Project	0.70	Microsoft	0.46
7	7	Touchpoint	OCBC, Pharos Group	0.15		0.15
8	8	PHD	Firefly	0.14		0.14
9	9	ZenithOptimedia	medical Client	0.08		0.08
10=	10=	Initiative		0.00		0.00
10=	10=	Maxus		0.00		0.00
12	13	Dentsu Media	Samsung Project, Ultra Jaya, Triliun	0.41	Ajinomoto	(0.09)
13	14	Mindshare	Bank Danamon	0.85	Mondelez	(0.15)
14	12	Starcom MediaVest		0.00	Samsung Project	(0.42)
15	15	Havas Media	Garuda, PT Star Asia Distributions	0.41	Reckitt Benckiser	(0.66)

The R3 New Business League has been compiled each of the last 143 months using data supplied by 26 multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI for clients across the region.