

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	BBDO	PepsiCo Brands	2.00		2.00	1
2	2	Ogilvy	Sales Client	1.00		1.00	2
3	3	JWT	Hewlett Packard Project, Burger King Project, Ichitan Project	0.97		0.97	5
4	16	Leo Burnett	Philip Morris(magnum), Bank BTPN, Hong Kong Tourism Board	1.08	Sales Client	0.58	6
5	5	Dentsu	Vivo Project, Daria Varia, Intel Project	0.51		0.51	8
8	4	Fortune	PT Pertamina (Persero), PT Astra Daihatsu Motor	0.34		0.34	8
6	6	Y&R	Mayora (Beng Beng)	0.30		0.30	1
7	7=	McCann WorldGroup	Finance Client	0.30		0.30	1
9-	7=	Grey Group		0.00		0.00	0
9-	7=	Saatchi & Saatchi		0.00		0.00	0
9-	7=	TBWA		0.00		0.00	0
9-	7=	Publicis		0.00		0.00	0
9-	7=	Bates		0.00		0.00	0
9-	7=	Havas Worldwide		0.00		0.00	0
9-	7=	M&C Saatchi		0.00		0.00	0
9-	7=	FCB		0.00		0.00	0
17	17	Lowe		0.00	Sales Client	-0.50	0
18	18	DDB	Ponstan, SIMBA, Pfizer Viagra Project	0.45	PepsiCo Brands	-1.55	3
						4.0	35

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Mindshare	Elevenia, pegipegi.com, XL mobile, Lazada	1.5		1.50	5
2	4	PHD	Radinka One Otium, Media Indra Buana, SC Johnson(buying)	0.9	Transitions	0.85	6
3	2	Carat	Monde Glassatine Project	0.7		0.68	2
4	3	Dentsu Media	Suzuki Project, VIVO, Ekiden Project	0.6		0.61	6
5	7	Vizeum	Nippon Paint, Panasonic, Monde Glassatine Project	0.5		0.46	3
6	5	OMD	Qantas Airways, Rajawali Media	0.4	DE Master Blenders	0.31	3
7	6	Initiative	FMCG Client	0.3		0.26	4
8	8	Fortune	Pharos, Paktor, Mony Saga	0.1		0.13	4
9=	9=	MediaCom		0.0		0.00	0
9=	9=	MEC		0.0		0.00	0
9=	9=	Universal McCann		0.0		0.00	0
9=	9=	Touchpoint		0.0		0.00	0
9=	9=	ZenithOptimedia		0.0		0.00	0
9=	9=	Starcom MediaVest		0.0		0.00	0
15	15	Maxus	Subaru	0.1	SC Johnson(buying)	-0.52	1
16	16	Havas Media		0.0	XL mobile	-1.08	0
						3.2	34

### METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

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