

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	JWT	Unilever Lifebuoy Hair, Indofood, Hewlett Packard Project, Burger King Project	1.14		1.14	7
3	3	Ogilvy	Prudential Project	1.02		1.02	4
4	4	Fortune	Astra Otoparts Project, Pertamina (Persero), Telekomunikasi Indonesia	0.90		0.90	10
5	7	Y&R	Mayora (Bakmi Mewah & Mie Galas), Orang Tua	0.68		0.68	3
6	5	Leo Burnett	Philip Morris(magnum), Bank BTPN, Hong Kong Tourism Board	1.08	Sales Client	0.58	6
7	6	Dentsu	Vivo Project, Daria Varia, Intel Project	0.53		0.53	9
8	9=	Publicis	FMCG Client	0.26		0.26	19
9	9=	TBWA	Abbott Project, Robert Bosch Project	0.19		0.19	11
10=	8	McCann WorldGroup	Finance Client	0.30	Lipitor	0.00	1
10=	9=	Grey Group		0.00		0.00	0
10=	9=	Saatchi & Saatchi		0.00		0.00	0
10=	9=	Bates		0.00		0.00	0
10=	9=	Havas Worldwide		0.00		0.00	0
10=	9=	M&C Saatchi		0.00		0.00	0
10=	9=	FCB		0.00		0.00	0
17	17	Lowe		0.00	Sales Client	-0.50	0
18	18	DDB	Lipitor, Oishi, Bihunku	1.29	PepsiCo Brands	-0.72	9
						6.1	80

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	5	Vizeum	Nippon Paint, Panasonic, Monde Glassatine Project	1.0		0.96	4
3	2	PHD	Radinka One Otium, Media Indra Buana, SC Johnson(buying)	0.9	Transitions	0.85	6
4	3	Dentsu Media	Suzuki Project, VIVO, Ekiden Project, Darya-varia	0.6		0.63	8
5	4	Carat	Monde Glassatine Project	0.7	OLX Indonesia	0.60	2
6	9	Starcom MediaVest	Temposcan, Tempo Scan Pacific	1.0		0.50	2
7	6	Fortune	Pharos, Paktor, Mony Saga, Astra Otoparts	0.4		0.38	5
8	7	OMD	Qantas Airways, Rajawali Media	0.4	DE Master Blenders	0.31	3
9	8	Initiative	FMCG Client	0.3		0.26	4
10=	10=	MediaCom		0.0		0.00	0
10=	10=	MEC		0.0		0.00	0
10=	10=	Universal McCann		0.0		0.00	0
10=	10=	ZenithOptimedia		0.0		0.00	0
14	15	Maxus	Subaru	0.1	SC Johnson(buying)	-0.52	1
15	16	Havas Media	OLX Indonesia	0.1	XL mobile	-0.99	2
						4.5	42

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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.

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