

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 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	Ogilvy	Ministry of Tourism Project, PT Tempo Scan, Pond's Project	2.12		2.12	16
2	2	BBDO	PepsiCo Brands	2.00		2.00	1
3	3	J Walter Thompson	Unilever Rexona, Unilever Lifebuoy Hair, Indofood, Burger King Project	1.28		1.28	8
4	5	Y&R	Danone Project, Mayora (Kopiko), Orang Tua (Vita Jelly)	1.28		1.28	8
5	4	Fortune	Astra Otoparts Project, Pertamina (Persero), Telekomunikasi Indonesia	0.91		0.91	11
6	6	Dentsu	Vivo Project, Daria Varia, Intel Project	0.53		0.53	9
7	7	Leo Burnett	Philip Morris(magnum), Bank BTPN, Hong Kong Tourism Board	1.08	Sales Client	0.43	6
8	8	Publicis	FMCG Client	0.27		0.27	20
9	9	TBWA	Abbott Project, Robert Bosch Project	0.19		0.19	11
10=	10=	McCann WorldGroup	Finance Client	0.30	Lipitor	0.00	1
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
17	17	DDB	Dubli.com, Cimory, Caribou	1.75	PepsiCo Brands	-0.26	13
18	18	Mullen Lowe		0.00	Sales Client	-0.65	0
						8.1	104

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 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	MAP e-Mall, Elevenia, pegipegi.com, XL mobile	2.0		1.95	7
2	5=	Carat	Monde Glassatine Project	1.2	OLX Indonesia	1.08	3
3	2	Vizeum	Nippon Paint, Panasonic, Monde Glassatine Project	1.0		0.96	4
4	3	PHD	Radinka One Otium, Media Indra Buana, SC Johnson(buying)	0.9	Transitions	0.85	6
5	15	Havas Media	OLX Indonesia, MOT, Indosat	1.7	XL mobile	0.66	4
6	5=	Starcom MediaVest	Temposcan, Tempo Scan Pacific	1.0		0.50	2
7	7	Universal McCann	Hutchison Three, Simba Indo Makmur, Kotex	0.5		0.46	4
8	8	OMD	Hasbro, Qantas Airways, Rajawali Media	0.5	DE Master Blenders	0.41	4
9	9	Fortune	Pharos, Paktor, Mony Saga, Astra Otoparts	0.4		0.39	6
10	10	Initiative	FMCG Client	0.3		0.26	4
11	11=	MEC		0.1		0.05	1
12=	11=	ZenithOptimedia		0.0		0.00	0
12=	11=	MediaCom		0.0		0.00	0
14	14	Maxus	Subaru, Polytron, Holcim Cement	0.4	SC Johnson(buying)	-0.19	3
15	4	Dentsu Media	Suzuki Project, VIVO, Ekiden Project,Darya-varia	0.7	Indosat	-0.77	11
						6.6	59

### METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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