



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 2016

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	Bank of Indonesia, Coca-Cola, Lipton, Adidas	2.94		2.94	10
2	2	Leo Burnett	BTPN Project, Indofood - Palmia, Philip Morris	2.07		2.07	7
3	3	Fortune	Telkomsel Project, Japan Tobacco Project	2.03		2.03	5
4	4	Y&R	Vivo Project, Spotify	1.85		1.85	7
5	5	TBWA	Technology Client	0.83		0.83	2
6	8	DDB	Nissin, Kanzler, Listerine Project	0.75		0.75	4
7	6	Havas Worldwide	Danone Nutricia Brands	0.60		0.60	1
8	7	Dentsu	Technology Client	0.38		0.38	3
9	9	Publicis	FMCG Client	0.26		0.26	3
10	10	Isobar	FMCG Client	0.20		0.20	4
11	11=	McCann WorldGroup	Joox Project	0.02		0.02	1
12=	11=	Saatchi & Saatchi		0.00		0.00	0
12=	11=	Bates		0.00		0.00	0
12=	11=	M&C Saatchi		0.00		0.00	0
12=	11=	FCB		0.00		0.00	0
12=	11=	Mullen Lowe		0.00		0.00	0
17	17	J Walter Thompson	Nestle, Unilever Project, Ace Hardware Project	0.21	Listerine Project	-0.09	4
18	18	BBDO		0.00	Technology Client	-0.75	0
19	19	Grey Group		0.00	Orang Tua	-0.75	0
						10.3	51

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 2016

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	Initiative	Reckitt Benckiser, Kobe Boga Utama, Bank BTN Project	1.7		1.68	3
2	2	OMD	Dexa Medica, Honda Motors (Motorbike), Renault-Nissan	1.4	SilkAir	1.37	4
3	4	Dentsu Media	Pharma Client	1.1		1.09	22
4	3	Havas Media	KT&G, Coolpad Project, Ministry of Tourism and Creative Industry	1.0		1.00	6
5	5	MediaCom	Sony Mobile, Sony Electronics, Burger King, AkzoNobel	0.5		0.50	6
6	6	Zenith	UOB, Tiger Airways, SilkAir	0.4		0.41	7
7	7	Universal McCann	Darya-Varia Laboratoria Brands, Aqua Japan , Elleair Intl Trading	0.6	Sony Pictures	0.18	4
8-	8=	Mindshare		0.1		0.10	1
8-	8=	Carat		0.0		0.00	0
8-	8=	Vizeum		0.0		0.00	0
8-	8=	PHD		0.0		0.00	0
8-	8=	Fortune		0.0		0.00	0
8-	8=	Starcom		0.0		0.00	0
14	14	MEC		0.0	Sony Electronics	-0.09	0
15	15	Maxus		0.0	Acer	-0.18	0
						6.1	53

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.