

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 2017

| 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 | Havas Worldwide | Emirates Airlines, Indonesia Stock Exchange | 1.30 | | 1.30 | 4 |
| 2 | 2 | J Walter Thompson | Erajaya Project, Indosat Project, XL Axiata | 1.03 | | 1.03 | 5 |
| 3 | 3 | Dentsu | FMCG Client | 0.77 | | 0.77 | 4 |
| 4 | 4 | Fortune | Djarum Foundation, Indofood - LAY's (Digital&Social), Pondok Indah Hospital Project | 0.69 | | 0.69 | 5 |
| 5 | 5 | TBWA | PT Bank Permata | 0.54 | | 0.54 | 2 |
| 6 | 6 | Ogilvy | International Rhino Foundation, Qantas Airways | 0.39 | | 0.39 | 8 |
| 7 | 7 | Leo Burnett | Neslte, Bank Indonesia Project | 0.37 | | 0.37 | 5 |
| 8 | 9= | Publicis | IAG, PT Air Asia Indonesia Project, PT Nestle Indonesia Project | 0.35 | | 0.35 | 4 |
| 9 | 8 | Y&R | Adira Autocillon Project, Google Project, Blanja.com Project | 0.21 | | 0.21 | 5 |
| 10 | 9= | Lion & Lion | FWD Life Digital | 0.20 | | 0.20 | 1 |
| 11 | 11 | McGarryBowen | Fidelity International SEA | 0.06 | | 0.06 | 1 |
| 12 | 12 | McCann WorldGroup | Starbucks Project | 0.05 | | 0.05 | 1 |
| 13 | 13= | FCB | Dole Asia | 0.05 | | 0.05 | 1 |
| 14= | 13= | Bates | | 0.00 | | 0.00 | 0 |
| 14= | 13= | BBDO | | 0.00 | | 0.00 | 0 |
| 14= | 13= | DDB | | 0.00 | | 0.00 | 0 |
| 14= | 13= | Grey Group | | 0.00 | | 0.00 | 0 |
| 14= | 13= | Isobar | | 0.00 | | 0.00 | 0 |
| 14= | 13= | M&C Saatchi | | 0.00 | | 0.00 | 0 |
| 14= | 13= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| | | | | | | 6.0 | 46 |

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 2017

| 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 | Indofoods, Electrolux SEA, PT. Excelcomindo (XL), Blanja.com (ecommerce), M&S | 5.6 | Finance Client | 5.26 | 13 |
| 2 | 2 | dentsu X | Food Client | 2.2 | | 2.20 | 10 |
| 3 | 3 | MediaCom | Akzo Nobel Paints, PSA Group Global, Shopee, Uber, BMW | 1.9 | | 1.88 | 7 |
| 4 | 4 | Havas Media | Michelin, Ministry of Tourism Project, BACA Project, BTPN Project, CDR Project | 1.0 | | 0.95 | 13 |
| 5 | 9 | Initiative | Lego, ABC Kogen | 0.6 | | 0.63 | 3 |
| 6 | 5 | Fortune | DufanTheme Park (Ancol) | 0.4 | | 0.37 | 1 |
| 7- | 7 | Starcom | Kraft Heinz, Telkomsel SEO Project | 0.4 | | 0.15 | 2 |
| 7- | 6 | PHD | RWS, HP(digital) | 0.2 | Unilever Communications Planning | 0.15 | 3 |
| 9 | 8 | Universal McCann | UNIFAM Project, Coach | 0.1 | | 0.14 | 3 |
| 10- | 11 | Carat | Real Estate Client | 0.5 | Lego | 0.07 | 6 |
| 10- | 10 | MEC | Blibli, Electrolux SEM | 0.6 | Michelin Global | 0.07 | 4 |
| 12 | 12 | Vizeum | Tourism Client | 0.0 | | 0.01 | 1 |
| 13 | 13 | Zenith | | 0.0 | | 0.00 | 0 |
| 14 | 14 | OMD | Datsun, Multi-Bintang, Uang Teman, HBO Project, Ariston | 0.3 | Kraft Heinz | -0.01 | 8 |
| | | | | | | 11.9 | 74 |

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.