

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Apr 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	J Walter Thompson	XL Axiata, Multi Bintang Indonesia Project,	0.90		0.90	3
2	2	Fortune	Djarum Foundation, Indofood - LAY's (Digital&Social), Pondok Indah Hospital Project	0.69		0.69	5
3	3	TBWA	PT Bank Permata, ,	0.50		0.50	1
4	4	Ogilvy	International Rhino Foundation, Qantas Airways	0.39		0.39	8
5	5	Y&R	Adira Autocillon Project, Google Project, Blanja.com Project	0.21		0.21	5
6	6	Publicis	PT Air Asia Indonesia Project, PT Nestle Indonesia Project, PT Actavis Indonesia Project	0.20		0.20	3
7	7	Leo Burnett	Wipro Unza Vitalis, HongkoNg International Theme Park Project	0.08		0.08	2
8-	8	Bates		0.00		0.00	0
8-	8=	BBDO		0.00		0.00	0
8-	8=	DDB		0.00		0.00	0
8-	8=	Dentsu		0.00		0.00	0
8-	8=	FCB		0.00		0.00	0
8-	8=	Grey Group		0.00		0.00	0
8-	8=	Havas Worldwide		0.00		0.00	0
8-	8=	Isobar		0.00		0.00	0
8-	8=	M&C Saatchi		0.00		0.00	0
8-	8=	McCann WorldGroup		0.00		0.00	0
8-	8=	MullenLowe Group		0.00		0.00	0
8-	8=	Phibious		0.00		0.00	0
8-	8=	Saatchi & Saatchi		0.00		0.00	0
						3.0	27

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Apr 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	PT. Excelcomindo (XL), Blanja.com (ecommerce), M&S	2.9		2.58	5
2	8=	Dentsu Media		2.0		2.00	7
3	2	MediaCom	Shopee, Uber, BMW	1.0		0.95	3
4	3	Havas Media	Ministry of Tourism Project, BACA Project	0.7		0.70	9
5	4	Fortune	DufanTheme Park (Ancol)	0.4		0.37	1
6	5	OMD	Multi-Bintang, Uang Teman, HBO Project, Ariston	0.3		0.31	5
7=	6	PHD	RWS, HP(digital)	0.1		0.12	2
7=	8=	Universal McCann	UNIFAM Project, Coach	0.1		0.12	2
9	8=	Initiative	ABC Kogen	0.1		0.08	1
10=	8=	Maxus		0.0		0.00	0
10=	8=	Starcom		0.0		0.00	0
10=	8=	Vizeum		0.0		0.00	0
10=	8=	Zenith		0.0		0.00	0
14	7	MEC	Electrolux SEM	0.4	Food Client	-0.11	4
15	15	Carat		0.0	RWS	-0.41	0
						6.7	39

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.