



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 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, Indofood (Bogasari)	3.12		3.12	12
2	4	Y&R	Vivo Project, Spotify, Unilever Project	2.23		2.23	9
3	5	TBWA	Technology Client	2.10		2.10	8
4	2	Leo Burnett	BTPN Project, Indofood - Palmia, Philip Morris	2.07		2.07	7
5	3	Fortune	Telkomsel Project, Japan Tobacco Project	2.03		2.03	5
6	6	DDB	Nissin, Kanzler, Listerine Project	0.75		0.75	4
7	7	Havas Worldwide	Danone Nutricia Brands	0.60		0.60	1
8	8	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, Mayora Blanca Project	0.05		0.05	2
12	16	J Walter Thompson	Nestle, Unilever Project, Badan Ekonomi Kreatif Project	0.31	Listerine Project	0.01	6
13=	12=	Bates		0.00		0.00	0
13=	12=	M&C Saatchi		0.00		0.00	0
13=	12=	FCB		0.00		0.00	0
13=	12=	Mullen Lowe		0.00		0.00	0
17	17	Saatchi & Saatchi		0.00	Emirates	-0.50	0
18	18	BBDO		0.00	Technology Client	-0.75	0
19	18	Grey Group		0.00	Orang Tua	-0.75	0
						11.8	64

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 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	3	OMD	Telkomsel, Dexe Medica, Honda Motors (Motorbike), Renault-Nissan	6.1	SilkAir	6.09	6
2	4	Dentsu Media	Pharma Client	1.9		1.92	28
3	1	Initiative	Reckitt Benckiser, Kobe Boga Utama, Bank BTN Project	1.7		1.68	3
4	2	Havas Media	Ministry of Tourism Project, Philips Lighting, Collpad Electronics	1.6	Svensons	1.34	11
5	5	MediaCom	Sony Mobile, Sony Electronics, Burger King, PT Munchy	0.8		0.78	7
6	6	Universal McCann	Darya-Varia Laboratoria, Aqua Japan, Toyota Astra Motor	0.9	Sony Pictures	0.48	5
7	7	Zenith	UOB, Tiger Airways, SilkAir	0.4		0.41	7
8	13=	MEC	Svensons, LA Bold(Digital), Brilio.net Project	0.4	Sony Electronics	0.28	3
9-	8	Mindshare	Malaysia Airlines	0.1		0.10	1
9-	9=	PHD	Electronics Client	0.1		0.10	1
11-	9=	Vizeum		0.0		0.00	0
11-	9=	Fortune		0.0		0.00	0
11-	9=	Starcom		0.0		0.00	0
14	13=	Carat		0.0	Philips Lighting	-0.09	1
15	15	Maxus		0.0	Acer	-0.18	0
						12.9	73

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.