

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	4	Y&R	BCA, Bihunku, Fair & Lovely, Samsung SUHD TV Project	2.06		2.06	13
3	2	BBDO	PepsiCo Brands	2.00		2.00	1
4	3	J Walter Thompson	Bukalapak Project, Unilever Rexona, Unilever Lifebuoy Hair	1.78		1.78	11
5	5	Fortune	Mandom(ATL), Sido Muncul(Digital), Sc Johnson(Digital)	1.35		1.35	15
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	21
9	9	TBWA	ABC President Project, Tupperware Project	0.26		0.26	13
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	1.67	PepsiCo Brands	-0.33	12
18	18	Mullen Lowe		0.00	Sales Client	-0.65	0
						9.8	118

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	Unilever, Grab Bike, MAP e-Mall, Elevenia	5.1		5.10	10
2	2	Havas Media	CIMB Niaga, Japfa, OLX Indonesia, MOT, Indosat	2.9	XL mobile	1.78	11
3	8	Universal McCann	Hutchison Three, Simba Indo Makmur, Kotex	1.5		1.46	5
4	3	Carat	Monde Glassatine Project	1.2	OLX Indonesia	1.10	4
5	7	Starcom MediaVest	Temposcan, Tempo Scan Pacific	1.6		1.05	4
6	4	Vizeum	Nippon Paint, Panasonic, Monde Glassatine Project	1.0		0.96	4
7	5	PHD	Radinka One Otium, Media Indra Buana, SC Johnson(buying)	0.9	Transitions	0.85	6
8	6	Fortune	Mandom, Pharos, Paktor, Mony Saga, Astra Otoparts	0.6		0.59	7
9	10	MEC	Darya Varia, Multi Kanal(Planning)	0.8		0.45	3
10	11=	ZenithOptimedia	Reebonz	0.1		0.10	1
11	11=	MediaCom		0.0		0.00	0
12	13	Maxus	Naver, Subaru, Polytron, Holcim Cement	0.5	SC Johnson(buying)	-0.24	4
13	15	Dentsu Media	Suzuki Project, VIVO, Ekiden Project,Darya-varia	1.6	Indosat	-0.30	20
14	14	Initiative	FMCG Client	0.3		-0.49	4
15	9	OMD	Hasbro, Qantas Airways, Rajawali Media	0.5	DE Master Blenders	-0.89	4
						<b>11.5</b>	<b>87</b>

### METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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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