

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	Y&R	JTI, Pizza Hut Delivery(Branding, ATL,Digital), Spotify	4.78		4.78	19
2	2	Ogilvy	Bank of Indonesia, Coca-Cola, Lipton, Adidas, Indofood (Bogasari)	3.12		3.12	12
3	3	Leo Burnett	PT GreenTea APL Project, BTPN Project, Indofood - Palmia, Philip Morris	2.47		2.47	11
4	4	TBWA	Technology Client	2.10		2.10	8
5	5	Fortune	Telkomsel Project, Japan Tobacco Project	2.03		2.03	5
6	6	Publicis	Pizza Hut	1.15		1.15	7
7	7	DDB	Nissin, Kanzler, Listerine Project	0.75		0.75	4
8	8	J Walter Thompson	CekAja.com, Philip Morris, Sampoerna University Project	0.86	Listerine Project	0.56	9
9	9	McCann WorldGroup	Asian Paints, Burger King, LG Aircon, Nestle Project, Mayora Kopico Project	0.37		0.37	8
11-	11=	Phibious	20FIT	0.20		0.20	1
11-	11=	Isobar	FMCG Client	0.20		0.20	4
12	13	Havas Worldwide	Danone Nutricia Brands, Lotte Choco Pie Project	1.00		0.03	2
13-	14=	Bates		0.00		0.00	0
13-	14=	M&C Saatchi		0.00		0.00	0
13-	14=	FCB		0.00		0.00	0
13-	14=	Mullen Lowe		0.00		0.00	0
17	18	Dentsu	Technology Client	0.38		-0.02	4
18	19	Saatchi & Saatchi	Cafela, Asian Paint	0.27	Emirates	-0.23	2
19	20	Grey Group	P&G Project, Sampoerna(Digital)	0.46	Orang Tua	-0.29	7
20	21	BBDO		0.00	Technology Client	-0.75	0
						16.5	103

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	OMD	Telkomsel, Kotra Pharma, Datsun	6.6	SilkAir	6.50	10
2	2	MediaCom	British American Tobacco, Sony Mobile&Electronics, Burger King	2.3		2.28	8
3-	4	Initiative	Reckitt Benckiser, Kobe Boga Utama, Bank BTN Project	1.8		1.83	4
3-	5	MEC	Svensons, LA Bold(Digital), Brilio.net Project, Tempo Scan Group (Planning)	1.9	Sony Electronics	1.83	5
5	8	Havas Media	SGB, Lotte Choco Pie Project, Dutch Mill, Ministry of Tourism Project	2.7	Indofood	1.46	14
6	6	Mindshare	Malaysia Airlines, Indofood, Salesstock	1.3		1.31	3
7	3	Dentsu Media	Pharma Client	2.2	SGB	1.08	30
8	7	Zenith	21st Century Fox, UOB, Tiger Airways, SilkAir	0.7		0.66	8
9	9	Universal McCann	Darya-Varia Laboratoria, Aqua Japan, Toyota Astra Motor	1.0	Sony Pictures	0.56	6
10	15	Starcom	Mars (Media Buying), Merck	1.7	Tempo Scan Group (Planning)	0.18	2
11	10	PHD	Electronics Client	0.1		0.10	1
12-	11=	Vizeum		0.0		0.00	0
12-	11=	Fortune		0.0		0.00	0
14	13	Carat		0.0	Philips Lighting	-0.09	2
15	14	Maxus		0.0	Acer	-0.18	0
						17.5	93

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.