



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 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	2	Ogilvy	Bank of Indonesia, Coca-Cola, Danone Activation Project	2.72		2.72	7
2	1	Fortune	Telkomsel Project, Japan Tobacco Project	1.53		1.53	4
3	5=	Y&R	Marie France, Lotteria	0.98		0.98	4
4	3=	Havas Worldwide	Danone Nutricia Brands	0.60		0.60	1
5	3=	TBWA	Technology Client	0.31		0.31	2
6	3	Publicis	FMCG Client	0.26		0.26	3
7	4	Isobar	FMCG Client	0.20		0.20	4
8	3=	Dentsu	Technology Client	0.13		0.13	1
9-	3=	J Walter Thompson		0.00		0.00	0
9-	3=	Leo Burnett		0.00		0.00	0
9-	3=	McCann WorldGroup		0.00		0.00	0
9-	3=	Saatchi & Saatchi		0.00		0.00	0
9-	3=	Bates		0.00		0.00	0
9-	3=	M&C Saatchi		0.00		0.00	0
9-	3=	FCB		0.00		0.00	0
9-	3=	DDB		0.00		0.00	0
9-	3=	Mullen Lowe		0.00		0.00	0
9-	3=	BBDO		0.00	Technology Client	-0.30	0
9-	3=	Grey Group		0.00	Orang Tua	-0.75	0
						5.7	26

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 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	Initiative	Reckitt Benckiser, Kobe Boga Utama, Bank BTN Project	1.7		1.68	3
2	2	OMD	Dexa Medica, Honda Motors (Motorbike), Renault-Nissan	1.4		1.40	4
3	5=	Havas Media	Danone Nutricia 2 Brands, KT&G	0.6		0.63	2
4	4	MediaCom	Fonterra(digital), Burger King, AkzoNobel	0.4		0.35	4
5	5=	Dentsu Media	Pharma Client	0.3		0.26	4
6	5=	Zenith	JDID (Digital), Acer	0.1		0.13	2
7	3	Universal McCann	Darya-Varia Laboratoria Brands	0.4	Sony Pictures	0.08	1
8-	5=	Mindshare		0.0		0.00	0
8-	5=	Carat		0.0		0.00	0
8-	5=	Starcom		0.0		0.00	0
8-	5=	Vizeum		0.0		0.00	0
8-	5=	PHD		0.0		0.00	0
8-	5=	Fortune		0.0		0.00	0
8-	5=	MEC		0.0		0.00	0
15	5=	Maxus		0.0	Acer	-0.18	0
						4.3	20

### 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](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.