



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 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	5	Fortune	Krama Yudha Tiga Berlian Motors, Astra Honda WOTER	0.53		0.53	2
2	1	Ogilvy	Coca-Cola	0.30		0.30	1
3	8	Publicis	FMCG Client	0.26		0.26	3
4	-	Isobar	FMCG Client	0.20		0.20	4
5-	2	Y&R		0.00		0.00	0
3-	3	BBDO		0.00		0.00	0
3-	4	J Walter Thompson		0.00		0.00	0
3-	6	Dentsu		0.00		0.00	0
3-	7	Leo Burnett		0.00		0.00	0
3-	9	TBWA		0.00		0.00	0
3-	10=	McCann WorldGroup		0.00		0.00	0
3-	10=	Grey Group		0.00		0.00	0
3-	10=	Saatchi & Saatchi		0.00		0.00	0
3-	10=	Bates		0.00		0.00	0
3-	10=	Havas Worldwide		0.00		0.00	0
3-	10=	M&C Saatchi		0.00		0.00	0
3-	10=	FCB		0.00		0.00	0
3-	17	DDB		0.00		0.00	0
3-	18	Mullen Lowe		0.00		0.00	0
						1.3	10



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 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	14	Initiative	Reckitt Benckiser, Kobe Boga Utama, Bank BTN Project	1.7		1.68	3
2	15	OMD	Dexa Medica	0.4		0.40	2
3	3	Universal McCann	Darya-Varia Laboratoria Brands	0.4	Sony Pictures	0.08	1
4	11	MediaCom	Fonterra(digital)	0.0		0.03	1
5-	1	Mindshare		0.0		0.00	0
5-	2	Havas Media		0.0		0.00	0
5-	4	Carat		0.0		0.00	0
5-	5	Starcom MediaVest		0.0		0.00	0
5-	6	Vizeum		0.0		0.00	0
5-	7	PHD		0.0		0.00	0
5-	8	Fortune		0.0		0.00	0
5-	9	MEC		0.0		0.00	0
5-	10	ZenithOptimedia		0.0		0.00	0
5-	12	Maxus		0.0		0.00	0
5-	13	Dentsu Media		0.0		0.00	0
						2.2	7

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.