



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 2017

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	-	Y&R	Adira Autocillon Project, Google Project, Blanja.com Project	0.21		0.21	5
2-	-	Ogilvy		0.00		0.00	0
2-	-	Leo Burnett		0.00		0.00	0
2-	-	TBWA		0.00		0.00	0
2-	-	Fortune		0.00		0.00	0
2-	-	Publicis		0.00		0.00	0
2-	-	DDB		0.00		0.00	0
2-	-	J Walter Thompson		0.00		0.00	0
2-	-	McCann WorldGroup		0.00		0.00	0
2-	-	Phibious		0.00		0.00	0
2-	-	Isobar		0.00		0.00	0
2-	-	Havas Worldwide		0.00		0.00	0
2-	-	Bates		0.00		0.00	0
2-	-	M&C Saatchi		0.00		0.00	0
2-	-	FCB		0.00		0.00	0
2-	-	Mullen Lowe		0.00		0.00	0
2-	-	Dentsu		0.00		0.00	0
2-	-	Saatchi & Saatchi		0.00		0.00	0
2-	-	Grey Group		0.00		0.00	0
2-	-	BBDO		0.00		0.00	0
						0.2	5

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 2017

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	-	Mindshare	Nestle, Cekaja.com	1.6		1.58	2
2	-	Havas Media		0.5		0.53	3
3-	-	OMD		0.0		0.00	0
3-	-	MediaCom		0.0		0.00	0
3-	-	Initiative		0.0		0.00	0
3-	-	MEC		0.0		0.00	0
3-	-	Dentsu Media		0.0		0.00	0
3-	-	Zenith		0.0		0.00	0
3-	-	Universal McCann		0.0		0.00	0
3-	-	Starcom		0.0		0.00	0
3-	-	PHD		0.0		0.00	0
3-	-	Vizeum		0.0		0.00	0
3-	-	Fortune		0.0		0.00	0
3-	-	Maxus		0.0		0.00	0
15	-	Carat	Catering Client	0.0		-0.24	0
						1.9	5

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.