

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	Ogilvy	Bank of Indonesia, Coca-Cola, Lipton, Adidas	3.04		3.04	11
2	2	Leo Burnett	BTPN Project, Indofood - Palmia, Philip Morris	2.07		2.07	7
3	3	Fortune	Telkomsel Project, Japan Tobacco Project	2.03		2.03	5
4	4	Y&R	Vivo Project, Spotify, Unilever Project	1.93		1.93	8
5	5	TBWA	Technology Client	0.83		0.83	2
6	6	DDB	Nissin, Kanzler, Listerine Project	0.75		0.75	4
7	7	Havas Worldwide	Danone Nutricia Brands	0.60		0.60	1
8	8	Dentsu	Technology Client	0.38		0.38	3
9	9	Publicis	FMCG Client	0.26		0.26	3
10	10	Isobar	FMCG Client	0.20		0.20	4
11	11	McCann WorldGroup	Joox Project	0.02		0.02	1
12=	12=	Bates		0.00		0.00	0
12=	12=	M&C Saatchi		0.00		0.00	0
12=	12=	FCB		0.00		0.00	0
12=	12=	Mullen Lowe		0.00		0.00	0
16	16	J Walter Thompson	Nestle, Unilever Project, Ace Hardware Project, Opera Software Project	0.28	Listerine Project	-0.02	5
17	17	Saatchi & Saatchi		0.00	Emirates	-0.50	0
18	18	BBDO		0.00	Technology Client	-0.75	0
18	18	Grey Group		0.00	Orang Tua	-0.75	0
						10.1	54

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	3	Havas Media	Ministry of Tourism Project, Philips Lighting	1.5		1.50	10
3	2	OMD	Dexa Medica, Honda Motors (Motorbike), Renault-Nissan	1.4	SilkAir	1.37	4
4	4	Dentsu Media	Pharma Client	1.1		1.09	22
5	5	MediaCom	Sony Mobile, Sony Electronics, Burger King, AkzoNobel	0.5		0.50	6
6	7	Universal McCann	Toyota Astra Motor, Aqua Japan , Elleair Intl Trading	0.9	Sony Pictures	0.48	5
7	6	Zenith	UOB, Tiger Airways, SilkAir	0.4		0.41	7
8	8	Mindshare	Malaysia Airlines	0.1		0.10	1
9-	9=	Vizeum		0.0		0.00	0
9-	9=	PHD		0.0		0.00	0
9-	9=	Fortune		0.0		0.00	0
9-	9=	Starcom		0.0		0.00	0
13-	13=	MEC		0.0	Sony Electronics	-0.09	0
13-	13=	Carat		0.0	Philips Lighting	-0.09	1
15	15	Maxus		0.0	Acer	-0.18	0
						6.8	59

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.