



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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 | 1 | J Walter Thompson | Erajaya Project, Indosat Project, XL Axiata | 1.03 | | 1.03 | 5 |
| 2 | 2 | Fortune | Djarum Foundation, Indofood - LAY's (Digital&Social), Pondok Indah Hospital Project | 0.69 | | 0.69 | 5 |
| 3 | 3 | Havas Worldwide | Emirates Airlines, Indonesia Stock Exchange, | 0.60 | | 0.60 | 2 |
| 4 | 4 | TBWA | PT Bank Permata, , | 0.50 | | 0.50 | 1 |
| 5 | 5 | Ogilvy | International Rhino Foundation, Qantas Airways | 0.39 | | 0.39 | 8 |
| 6 | 6 | Leo Burnett | Neslte, Bank Indonesia Project | 0.29 | | 0.29 | 4 |
| 7 | 7 | Y&R | Adira Autocillon Project, Google Project, Blanja.com Project | 0.21 | | 0.21 | 5 |
| 8 | 8 | Publicis | PT Air Asia Indonesia Project, PT Nestle Indonesia Project, PT Actavis Indonesia Project | 0.20 | | 0.20 | 3 |
| 9 | 9 | Dentsu | FMCG Client | 0.18 | | 0.18 | 3 |
| 11 | - | McGarryBowen | | 0.06 | | 0.06 | 1 |
| 12= | 10= | Bates | | 0.00 | | 0.00 | 0 |
| 12= | 10= | BBDO | | 0.00 | | 0.00 | 0 |
| 12= | 10= | DDB | | 0.00 | | 0.00 | 0 |
| 12= | 10= | FCB | | 0.00 | | 0.00 | 0 |
| 12= | 10= | Grey Group | | 0.00 | | 0.00 | 0 |
| 12= | 10= | Isobar | | 0.00 | | 0.00 | 0 |
| 12= | 10= | M&C Saatchi | | 0.00 | | 0.00 | 0 |
| 12= | 10= | McCann WorldGroup | | 0.00 | | 0.00 | 0 |
| 12= | 10= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| 12= | 10= | Saatchi & Saatchi | | 0.00 | | 0.00 | 0 |
| | | | | | | 4.2 | 37 |

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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 | 1 | Mindshare | Electrolux SEA, PT. Excelcomindo (XL), Blanja.com (ecommerce), M&S | 3.9 | Finance Client | 3.61 | 10 |
| 2 | 2 | dentsu X | Food Client | 2.2 | | 2.23 | 10 |
| 3 | 3 | MediaCom | PSA Group Global, Shopee, Uber, BMW | 1.5 | | 1.45 | 4 |
| 4 | 4 | Havas Media | Michelin, Ministry of Tourism Project, BACA Project, BTPN Project, CDR Project | 1.0 | | 0.95 | 13 |
| 5 | 5 | Fortune | DufanTheme Park (Ancol) | 0.4 | | 0.37 | 1 |
| 6 | 11= | Starcom | Kraft Heinz | 0.4 | | 0.35 | 1 |
| 7 | 7 | PHD | RWS, HP(digital) | 0.2 | | 0.20 | 3 |
| 8 | 8 | Universal McCann | UNIFAM Project, Coach | 0.1 | | 0.12 | 2 |
| 9 | 9 | Initiative | ABC Kogen | 0.1 | | 0.08 | 1 |
| 10 | 10 | MEC | Blibli, Electrolux SEM | 0.6 | Michelin Global | 0.07 | 4 |
| 11- | 11= | Vizeum | | 0.0 | | 0.00 | 0 |
| 11- | 11= | Zenith | | 0.0 | | 0.00 | 0 |
| 13 | 6 | OMD | Datsun, Multi-Bintang, Uang Teman, HBO Project, Ariston | 0.3 | Kraft Heinz | -0.02 | 6 |
| 14 | 14 | Carat | | 0.1 | RWS | -0.30 | 2 |
| | | | | | | 9.1 | 57 |

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.