



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / June 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	XL Axiata, Multi Bintang Indonesia Project,	0.90		0.90	3
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
10=	10=	Bates		0.00		0.00	0
10=	10=	BBDO		0.00		0.00	0
10=	10=	DDB		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Isobar		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	McCann WorldGroup		0.00		0.00	0
10=	10=	MullenLowe Group		0.00		0.00	0
10=	10=	Phibious		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
						4.0	34

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / June 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	PT. Excelcomindo (XL), Blanja.com (ecommerce), M&S	3.9	Finance Client	3.56	9
2	2	dentsu X	Food Client	2.0		2.00	7
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	0.8		0.77	10
5	5	Fortune	DufanTheme Park (Ancol)	0.4		0.37	1
6	6	OMD	Datsun, Multi-Bintang, Uang Teman, HBO Project, Ariston	0.3		0.33	6
7	7	PHD	RWS, HP(digital)	0.2		0.20	3
8	8=	Universal McCann	UNIFAM Project, Coach	0.1		0.12	2
9	10	Initiative	ABC Kogen	0.1		0.08	1
10	8=	MEC	Blibli, Electrolux SEM	0.6	Michelin Global	0.07	4
11=	11=	Starcom		0.0		0.00	0
11=	11=	Vizeum		0.0		0.00	0
11=	11=	Zenith		0.0		0.00	0
14	14	Carat		0.1	RWS	-0.30	2
						8.6	49

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.