

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	2.87		2.87	9
2	9=	Leo Burnett	BTPN Project, Indofood - Palmia, Philip Morris	2.07		2.07	7
3	2	Fortune	Telkomsel Project, Japan Tobacco Project	2.03		2.03	5
4	3	Y&R	Marie France, Lotteria, Kansai Paint Project	1.05		1.05	5
5	5	TBWA	Technology Client	0.83		0.83	2
6	4	Havas Worldwide	Danone Nutricia Brands	0.60		0.60	1
7	8	Dentsu	Technology Client	0.38		0.38	3
8	9=	DDB	Listerine Project	0.30		0.30	1
9	6	Publicis	FMCG Client	0.26		0.26	3
10	7	Isobar	FMCG Client	0.20		0.20	4
11-	9=	McCann WorldGroup		0.00		0.00	0
11-	9=	Saatchi & Saatchi		0.00		0.00	0
11-	9=	Bates		0.00		0.00	0
11-	9=	M&C Saatchi		0.00		0.00	0
11-	9=	FCB		0.00		0.00	0
11-	9=	Mullen Lowe		0.00		0.00	0
17	9=	J Walter Thompson		0.12	Listerine Project	-0.18	1
18	9=	BBDO		0.00	Technology Client	-0.75	0
19	9=	Grey Group		0.00	Orang Tua	-0.75	0
						8.9	41

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	2	OMD	Dexa Medica, Honda Motors (Motorbike), Renault-Nissan	1.4	SilkAir	1.37	4
3	3	Havas Media	Danone Nutricia 2 Brands, KT&G	0.6		0.63	2
5	5	Dentsu Media	Pharma Client	0.6		0.59	6
4	4	MediaCom	Sony Mobile, Sony Electronics, Burger King, AkzoNobel	0.5		0.50	6
6	6	Zenith	UOB, Tiger Airways, SilkAir	0.3		0.29	5
7	7	Universal McCann	Darya-Varia Laboratoria Brands	0.4	Sony Pictures	0.08	1
8-	8=	Mindshare		0.0		0.00	0
8-	8=	Carat		0.0		0.00	0
8-	8=	Starcom		0.0		0.00	0
8-	8=	Vizeum		0.0		0.00	0
8-	8=	PHD		0.0		0.00	0
8-	8=	Fortune		0.0		0.00	0
8-	8=	MEC		0.0	Sony Electronics	-0.09	0
15	15	Maxus		0.0	Acer	-0.18	0
						4.9	27

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.