

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	5=	J Walter Thompson	XL Axiata, Multi Bintang Indonesia Project	0.75		0.75	2
2	1	Fortune	Djarum Foundation, Indofood - LAY's (Digital&Social), Pondok Indah Hospital Project	0.69		0.69	5
3	5=	TBWA	PT Bank Permata, ,	0.50		0.50	1
4	5=	Ogilvy	BTPN WoW, Heinz ABC Project, Groupon/Fave Project	0.25		0.25	5
5	2	Y&R	Adira Autocillon Project, Google Project, Blanja.com Project	0.21		0.21	5
6	3	Publicis	PT Air Asia Indonesia Project, PT Nestle Indonesia Project, PT Actavis Indonesia Project	0.20		0.20	3
7	4	Leo Burnett	Wipro Unza Vitalis	0.07		0.07	1
8	5=	Bates		0.00		0.00	0
9	5=	BBDO		0.00		0.00	0
10	5=	DDB		0.00		0.00	0
11	5=	Dentsu		0.00		0.00	0
12	5=	FCB		0.00		0.00	0
13	5=	Grey Group		0.00		0.00	0
14	5=	Havas Worldwide		0.00		0.00	0
15	5=	Isobar		0.00		0.00	0
16	5=	M&C Saatchi		0.00		0.00	0
17	5=	McCann WorldGroup		0.00		0.00	0
18	5=	Mullen Lowe		0.00		0.00	0
19	5=	Phibious		0.00		0.00	0
20	5=	Saatchi & Saatchi		0.00		0.00	0
						2.7	22

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	2.9		2.88	5
2	2	MediaCom	Shopee, Uber, BMW	1.0		0.95	3
3	3	Havas Media	Ministry of Tourism Project, BACA Project	0.7		0.70	9
4	4	Fortune	DufanTheme Park (Ancol)	0.4		0.37	1
5	5	OMD	Multi-Bintang, Uang Teman	0.1		0.13	2
6	6	PHD	RWS, HP(digital)	0.1		0.12	2
7	7	MEC	Electrolux SEM	0.0		0.03	2
8-	8=	Dentsu Media		0.0		0.00	0
8-	8=	Initiative		0.0		0.00	0
8-	8=	Maxus		0.0		0.00	0
8-	8=	Starcom		0.0		0.00	0
8-	8=	Universal McCann		0.0		0.00	0
8-	8=	Vizeum		0.0		0.00	0
8-	8=	Zenith		0.0		0.00	0
15	15	Carat		0.0	RWS	-0.41	0
						4.8	24

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.