

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	Honda Project, Bazar Retail, P&G Gillette Project	553.82		553.82	73
2	2	Ogilvy	National Batteries Project, Syngenta Project, Piramal Housing Finance Project	490.89		490.89	38
3	4	MullenLowe Group Linta	Too Yumm, Motilal Oswal Financial Services, Micromax	256.39	Croma	249.69	33
4	3	McCann WorldGroup	Sony Electronics, National Skill Development, Roopa & Co Ltd	214.29		214.29	27
5	5	Leo Burnett	Fiat (SI), SBI Life Insurance	182.44		182.44	21
6	6	Publicis + Publicis Ambiance	Linen Club, Indooroopilly Shopping Centre	180.88	MT Educare	176.75	17
7	10	Mudra DDB	Dainik Bhaskar's MY FM, Fino Paytech, Onsite Go	169.21		169.21	41
8	9	Dentsu	Panasonic Project, Jones Lang LaSalle Residential	114.19		114.19	13
9	7	Rediffusion Y&R	News 18.com	113.93		113.93	5
10	8	L&K Saatchi & Saatchi	Tata Realty & Infrastructure, Amway, Bauli Confectionery, Kalyan Jewellers, GKB	85.59		85.59	9
11	14=	Social Kinnect	IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	53.61		53.61	4
12	11	Famous Innovations	Ruosh, Taneira, Livpure	46.91		46.91	3
13	12	DigitalF5	Victorinox digital, Adlabs Imagica	40.21		40.21	2
14	13	Isobar	Sports Client	37.02		37.02	4
15=	14=	Hyphen	Regal Shoes	33.51		33.51	1
15=	14=	Indigo Consulting	Danone Digital	33.51		33.51	1
15=	14=	WATConsult	Brussels Airlines digital	33.51		33.51	2
18	18	Paperboat Brandworks	Lokmat Media, Croma	26.81		26.81	2
19=	40	Cheil	JK Helene Curtis digital	20.10		20.10	1
19=	51	IBD India	KC Milk	20.10		20.10	1
						<b>2,696.1</b>	<b>298</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	4.1	Finance Client	3.81	10
2	2	dentsu X		2.0		2.00	7
3	3	MediaCom	Shopee, Uber, BMW	1.0		0.95	3
4	4	Havas Media	Ministry of Tourism Project, BACA Project	0.7		0.72	9
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-	10=	MEC	Blibli, Electrolux SEM	0.6	Food Client	0.12	4
8-	7=	Universal McCann	UNIFAM Project, Coach	0.1		0.12	2
10	9	Initiative	ABC Kogen	0.1		0.08	1
11-	10=	Starcom		0.0		0.00	0
11-	10=	Vizeum		0.0		0.00	0
11-	10=	Zenith		0.0		0.00	0
14	15	Carat		0.1	RWS	-0.33	1
						8.4	47

### 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.