



## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 2015

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	Ministry of Tourism Project, PT Tempo Scan, Pond's Project	2.12		2.12	16
2	2	BBDO	PepsiCo Brands	2.00		2.00	1
3	3	J Walter Thompson	Unilever Rexona, Unilever Lifebuoy Hair, Indofood, Burger King Project	1.28		1.28	8
4	4	Y&R	Danone Project, Mayora (Kopiko), Orang Tua (Vita Jelly)	1.28		1.28	8
5	5	Fortune	Mandom(ATL), Sido Muncul(Digital), Sc Johnson(Digital)	1.25		1.25	14
6	6	Dentsu	Vivo Project, Daria Varia, Intel Project	0.53		0.53	9
7	7	Leo Burnett	Philip Morris(magnum), Bank BTPN, Hong Kong Tourism Board	1.08	Sales Client	0.43	6
8	8	Publicis	FMCG Client	0.27		0.27	20
9	9	TBWA	ABC President Project, Tupperware Project	0.27		0.27	14
10=	10=	McCann WorldGroup	Finance Client	0.30	Lipitor	0.00	1
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
17	17	DDB	Dubli.com, Cimory, Caribou	1.75	PepsiCo Brands	-0.26	13
18	18	Mullen Lowe		0.00	Sales Client	-0.65	0
						8.5	110

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 2015

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	Unilever, Grab Bike, MAP e-Mall, Elevenia	5.1		5.10	10
2	5	Havas Media	CIMB Niaga, Japfa, OLX Indonesia, MOT, Indosat	2.9	XL mobile	1.79	11
3	2	Carat	Monde Glassatine Project	1.2	OLX Indonesia	1.08	3
4	3	Vizeum	Nippon Paint, Panasonic, Monde Glassatine Project	1.0		0.96	4
5	4	PHD	Radinka One Otium, Media Indra Buana, SC Johnson(buying)	0.9	Transitions	0.85	6
6	9	Fortune	Mandom, Pharos, Paktor, Mony Saga, Astra Otoparts	0.6		0.59	7
7	6	Starcom MediaVest	Temposcan, Tempo Scan Pacific	1.0		0.50	2
8	7	Universal McCann	Hutchison Three, Simba Indo Makmur, Kotex	0.5		0.46	4
9	8	OMD	Hasbro, Qantas Airways, Rajawali Media	0.5	DE Master Blenders	0.41	4
10	11	MEC		0.1		0.05	1
11-	12=	ZenithOptimedia		0.0		0.00	0
11-	12=	MediaCom		0.0		0.00	0
13	14	Maxus	Subaru, Polytron, Holcim Cement	0.4	SC Johnson(buying)	-0.19	3
14	10	Initiative	FMCG Client	0.3		-0.49	4
15	15	Dentsu Media	Suzuki Project, VIVO, Ekiden Project, Darya-varia	0.8	Indosat	-0.72	12
						10.4	71

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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