

## Creative New Business League(Indonesia) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>1</b>	<b>BBDO</b>	Telkom	1.0		1.0
<b>2=</b>	<b>2</b>	<b>Grey Group</b>	Telkom	0.8		0.8
<b>2=</b>	<b>5</b>	<b>Bates</b>	Proton, Abbott	0.8		0.8
<b>2=</b>	<b>6=</b>	<b>Lowe</b>	Indofood, Fanta Activation, Sprite Activation, Philip Morris	0.8		0.8
<b>5</b>	<b>3</b>	<b>Dentsu</b>	Soy Joy, Hitachi	0.6		0.6
<b>6=</b>	<b>6=</b>	<b>Leo Burnett</b>	Samsung, FrieslandCampina	0.5		0.5
<b>6=</b>	<b>6=</b>	<b>JWT</b>	Chitato, Indofood, Osotspa	0.5		0.5
<b>8</b>	<b>4</b>	<b>Y&amp;R</b>	Indofood, Prenagen, Sequislife	0.4		0.4
<b>9=</b>	<b>6=</b>	<b>Ogilvy</b>	Indo Premier Securitas, Western Union, Tupperware, Pizza Hut, Prudential	0.2		0.2
<b>9=</b>	<b>10</b>	<b>McCann WorldGroup</b>	Lee Kum Kee, Golden Farm, Indoeskrim, Orchid Butter	0.2		0.2
<b>11=</b>	<b>11=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>Publicis</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>DraftFCB</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>TBWA</b>		0.0		0.0
<b>16</b>	<b>16</b>	<b>DDB</b>	LotteMart	0.1	Prenagen	(0.3)
<b>17</b>	<b>17</b>	<b>Euro RSCG</b>	Dulux, Exxon, BRI UBB	0.2	Telkom	(0.9)

## Media New Business Scoreboard(Indonesia) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>MEC</b>	Telkomsel, Wrigley	1.8		1.8
<b>2=</b>	<b>4=</b>	<b>MPG</b>	Gudang Garam	0.3		0.3
<b>2=</b>	<b>2</b>	<b>Mindshare</b>	PT. Gudang Garam, Tbk., Lenovo, A&W Restaurant, PRUDENTIAL LIFE ASSURANCE, Bayer	0.9	TELKOM, Gudang Garam	0.3
<b>4=</b>	<b>3</b>	<b>Maxus</b>	Shangri-la Asia Pacific	0.1	Burberry	0.1
<b>4=</b>	<b>4=</b>	<b>Universal McCann</b>	Burberry	0.1		0.1
<b>4=</b>	<b>4=</b>	<b>ZenithOptimedia</b>	Watson's	0.1		0.1
<b>7=</b>	<b>4=</b>	<b>Carat</b>		0.0		0.0
<b>7=</b>	<b>4=</b>	<b>PHD</b>		0.0		0.0
<b>7=</b>	<b>4=</b>	<b>Vizeum</b>		0.0		0.0
<b>7=</b>	<b>4=</b>	<b>Starcom MediaVest</b>		0.0		0.0
<b>7=</b>	<b>4=</b>	<b>MediaCom</b>		0.0		0.0
<b>7=</b>	<b>4=</b>	<b>Initiative</b>		0.0		0.0
<b>13</b>	<b>13</b>	<b>OMD</b>		0.0	Wrigley, Shangri-la Asia Pacific	<b>(0.4)</b>

### CREATIVE AGENCIES

BBDO and Grey each maintained their own positions. Bates jumped to the second place securing Proton and Abbott and share the position with Lowe, who snapped several wins including Indofood.

### MEDIA AGENCIES

MPG jumped to the second place securing Gudang Garam and shared the position with Mindshare.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

