

Creative New Business League(Indonesia) – Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1=	Saatchi and Saatchi	Nestle Indofood Bumbu Racik, Kraft Food - Biskuat Tiger Cup	0.77		0.77
2	1=	Ogilvy	Sampoerna, Phillip Morris, Total Camakila	0.76	Yahoo! Southeast Asia	0.62
3	4	Grey Group	BCA E-banking Services	0.60		0.60
4	5	BBD0	PT Megasurya Mas Bar Soap Category, Prudential Life insurance	0.55		0.55
5	3	Leo Burnett	Honda Accord	0.51		0.51
6	12=	Dentsu	Tempo Scan Pacific	0.30		0.30
7	6	Euro RSCG	Bosch Brand Asia Pacific, Smartfren PT Sinar Mas	0.27		0.27
8	7	Lowe	Pizza Hut	0.20		0.20
9	8	Y&R	Danone Mizone Digital, Cigna Digital	0.12		0.12
10	9	Bates	ABC Noodles, Pasaraya	0.08		0.08
11	11	TBWA		0.07		0.07
12	10	Publicis	LG Digital Asia Pacific	0.05		0.05
13=	12=	JWT		0.00		0.00
13=	12=	DraftFCB		0.00		0.00
13=	12=	M&C Saatchi		0.00		0.00
16	16	McCann WorldGroup	Gudang Garam, City Chain Asia Pacific, GE Healthcare	0.04	Gudang Garam	(0.46)
17	17	DDB	PT.CCI & Intel, ABC Heinz	0.35	Sony Ericsson	(1.45)

Media New Business League(Indonesia) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Levi's Asia Pacific	0.43		0.43
2	3	ZenithOptimedia	Multiply, American Standard, Vittel	0.30		0.30
3	2	Carat	Toko Bagus, Kalbe Pharma Hydro&Woods, TokoBagus.com	0.26		0.26
4	5	MEC	Sony Ericsson, Starwood Hotels Asia Pacific	0.23		0.23
5	6=	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.03		0.03
6	4	PHD	Hotels.com Asia Pacific	0.02		0.02
7=	6=	Maxus		0.00		0.00
7=	6=	Mindshare		0.00		0.00
7=	6=	Starcom MediaVest		0.00		0.00
7=	6=	Universal McCann		0.00		0.00
7=	6=	MediaCom		0.00		0.00
7=	6=	Vizeum		0.00		0.00
7=	6=	Initiative		0.00		0.00

CREATIVE AGENCIES

Saatchi and Saatchi stayed on top spot on the back of Nestle Indofood new business. Ogilvy moved down to second, followed by Grey. BBDO made up the rest of the top four.

MEDIA AGENCIES

OMD stayed on top spot on the back of Levi's Asia Pacific win. ZenithOptimedia moved up to second, securing Multiply and other confidential wins. Carat and MEC made up the rest of the top four, while MEC picked up Sony Ericsson.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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 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 for clients across the region.

