

Creative New Business League(Indonesia) – August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	Sinar Mas MSIG, Tempo Scan Pacific Tbk., Samsung, Honda Accord	2.54		2.54
2	2	Ogilvy	SC Johnson Asia Pacific, Teh Kotak, YouC 1000, Sampoerna	1.89	Yahoo! Southeast Asia	1.75
3	3	BBDO	SC Johnson Asia Pacific, PT Megasurya Mas Bar Soap Category	1.15		1.15
4	4	Saatchi and Saatchi	Invida Asia Pacific, Nestle Indofood Brands	0.95		0.95
5	5	Grey Group	BCA E-banking Services	0.60		0.60
6	8	Lowe	PT ABC President, Pizza Hut	0.45		0.45
6=	6=	Dentsu	Chelsea Football Club SouthEast Asia, Tempo Scan Pacific	0.32		0.32
6=	6=	Euro RSCG	Bosch Brand Asia Pacific, Smartfren PT Sinar Mas	0.32		0.32
9	10	Y&R	Sugar Group Companies JJ Royal Coffee, Danone Mizone Digital, Cigna Digital	0.17		0.17
10	9	Bates	Tetra Pak, Buavita, Abbott, ABC Noodles	0.13		0.13
11	11	Publicis	TEBS Sosro, Zurich, Tempo, LG Digital Asia Pacific	0.25	Nestle Indofood Maggi & Magic Lezat	0.09
12=	12=	JWT		0.00		0.00
12=	12=	M&C Saatchi		0.00		0.00
14	14	TBWA	Geo Wild, Polo Mild	0.15	Mars Asia Pacific	-0.05
15	15	McCann WorldGroup	Lafarge Cement, Sinar Mas Smartfren	0.28	Gudang Garam	-0.22
16	16	DDB	Ultrajaya, Microsoft, Levis , Heinz	1.05	Sorella	-0.90
17	17	DraftFCB		0.00	SC Johnson Asia Pacific	-1.50

Media New Business League(Indonesia) –August 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	Sony Asia Pacific, McDonald's	1.73		1.73
2	2	MPG	Javabica Coffee, ABC President, AXA Digital, Bosch Brand Asia Pacific	0.98		0.93
3	3	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.32		0.32
4	4	ZenithOptimedia	Multiply, American Standard, Vittel	0.30		0.30
5	5	Carat	Toko Bagus, Kalbe Pharma Hydro&Woods, TokoBagus.com	0.26		0.26
6	7=	Starcom MediaVest	Orang Tua Group	0.25		0.25
7=	7=	Universal McCann		0.00		0.00
7=	7=	MediaCom		0.00		0.00
7=	7=	Vizeum		0.00		0.00
10	6	MEC	Michelin, Sony Ericsson, Starwood Hotels Asia Pacific	0.24	Sony Asia Pacific	-0.01
11	12	Maxus	SC Johnson Asia Pacific	0.45	McDonald's	-0.05
12	7=	Mindshare		0.00	Orang Tua Group	-0.25
13	13	Initiative	Heinz ABC	0.04	SC Johnson Asia Pacific	-0.46

CREATIVE AGENCIES

Leo Burnett maintained on top spot, followed by Ogilvy. BBDO and Saatchi and Saatchi made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot on the back of great Sony Asia Pacific win. MPG was placed second. PHD and ZenithOptimedia made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

