

## Creative New Business League(Indonesia) – Dec 2009

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>Leo Burnett</b>	Carrefour, Telkomsel	3.7		3.7
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Sari Husada, Tele Direct, UPS Asia Pacific	2.1	Sprite Asia Pacific	1.9
<b>3</b>	<b>3</b>	<b>McCann WorldGroup</b>	Indomilk Powder Milk, Indomilk Calciskim, Aqua AKSI Big Bang, AXE Mansion	1.5	UPS Asia Pacific	1.4
<b>4</b>	<b>4=</b>	<b>DDB</b>	Nestle BTL, Great Eastern, Valbury, Hewlett Packard, Astra Honda Motor	1.8	Kalbe Nutritionals	1.2
<b>5=</b>	<b>4=</b>	<b>Euro RSCG</b>	BRI - Britama, Kalbe Farma	1.0	Panasonic (Electronics)	0.9
<b>5=</b>	<b>4=</b>	<b>Grey Group</b>	Nestle Professional, Barclays Bank, ESPN Star Sports Asia Pacific, CIMB Niaga	0.9		0.9
<b>7</b>	<b>7</b>	<b>Y&amp;R</b>	Kalbe Nutritionals	0.8		0.8
<b>8</b>	<b>8</b>	<b>Saatchi and Saatchi</b>	Orang Tua, Kiranti	0.7	Kalbe Nutritionals	0.5
<b>9=</b>	<b>9=</b>	<b>Publicis</b>	BMW Southeast Asia	0.0		0.0
<b>9=</b>	<b>9=</b>	<b>DraftFCB</b>		0.0		0.0
<b>9=</b>	<b>9=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>9=</b>	<b>9=</b>	<b>Bates</b>		0.0		0.0
<b>13</b>	<b>13=</b>	<b>Lowe</b>	Philip Morris	0.1	Surf Asia Pacific	(0.1)
<b>14=</b>	<b>13=</b>	<b>BBDO</b>	PT Pembangunan Jaya Ancol, Panasonic (Asia Pacific)	0.1	Allianz Asia Pacific	(0.2)
<b>14=</b>	<b>13=</b>	<b>TBWA</b>		0.0	Shangri-la Global	(0.2)
<b>16</b>	<b>16</b>	<b>JWT</b>	Epson Asia Pacific	0.1	Telkomsel	(3.5)

## Media New Business Scoreboard(Indonesia) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	HBO, Telkomsel	2.2		2.2
2=	3	MPG	Aqua, Reckitt Benckiser, American Standard, Bank Negara	1.4	Swarovski Asia Pacific	1.3
2=	2	Carat	Nokia, Kalber Farma	1.3		1.3
4	4	ZenithOptimedia	Swarovski Asia Pacific, Pertamina Pasti Pas, Holcim	1.4	Reckitt Benckiser	0.7
5=	5=	Universal McCann	Frisian Flag	0.3		0.3
5=	5=	Mindshare	Gudang Garam Tbk	0.3		0.3
7=	7=	PHD	HP Asia Pacific	0.2		0.2
7=	7=	OMD	Ancol	0.2		0.2
9=	9=	Vizeum		0.0		0.0
9=	9=	Starcom MediaVest		0.0		0.0
11	11	Maxus		0.0	Frisian Flag	(0.3)
12	12	MediaCom	P&G Fine Fragrance Asia Pacific	0.0	Nokia	(1.2)
13	13	Initiative	Sanghyang Perkasa - Kalbe Nutritionals	0.2	Telkomsel	(1.6)

### CREATIVE AGENCIES

Leo Burnett finished the year on top on the back of massive Telkomsel win. Ogilvy maintained the second place with around 50 wins which included Aerowisata, CIMB Sunlife and Pfizer. McCann and DDB finished third and fourth respectively

### MEDIA AGENCIES

MEC finished the year on top on the back of massive Telkomsel win. MPG had won a dozen of wins including Bank Negara International and Reckitt Benckiser, and shared the second place with Nokia winner Carat. ZenithOptimedia finished fourth with wins including Panasonic and Pertamina Pasti Pas.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.

