

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

<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>2</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby, Astra Honda Motor	1.92		1.92
<b>2=</b>	<b>1</b>	<b>DDB</b>	Diageo, Ciba Vision, Nestea, Crocs	2.87	Indosat	1.29
<b>2=</b>	<b>3</b>	<b>Ogilvy</b>	CIMB Niaga, Elle&Vire	1.39	Panadol	1.29
<b>4</b>	<b>11=</b>	<b>JWT</b>	Indosat, Chitato, Indofood, Osotspa	1.25		1.25
<b>5</b>	<b>4=</b>	<b>Leo Burnett</b>	BNP Paribas, Frisian Flag, Honda	1.03		1.03
<b>6</b>	<b>4=</b>	<b>Grey Group</b>	Panadol, BTPN, Telkom	0.95	Top1 Oil	0.95
<b>7</b>	<b>6</b>	<b>Lowe</b>	Philip Morris, Coca-Cola Activation, Indofood	1.40	J&J Baby	0.90
<b>8</b>	<b>7</b>	<b>Bates</b>	Proton, Abbott	0.80		0.80
<b>9</b>	<b>8</b>	<b>TBWA</b>	Energizer, Gudang Garam - Merah and Djaja Brands	1.00	Nivea	0.70
<b>10</b>	<b>9=</b>	<b>Dentsu</b>	Soy Joy, Hitachi	0.60		0.60
<b>11</b>	<b>9=</b>	<b>Y&amp;R</b>	Microsoft, Inti University, Lippo Group	0.55		0.55
<b>12</b>	<b>11=</b>	<b>Saatchi and Saatchi</b>	Kraft Food, Nestle Indofood Citarasa, Mead Johnson	0.46		0.46
<b>13</b>	<b>13</b>	<b>McCann WorldGroup</b>	Indofoods, Rexona, Lee Kum Kee	0.39		0.39
<b>14</b>	<b>14</b>	<b>DraftFCB</b>	Nivea	0.30		0.30
<b>15=</b>	<b>15=</b>	<b>Publicis</b>		0.00		0.00
<b>15=</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>17</b>	<b>17</b>	<b>Euro RSCG</b>	Pfizer Asia Pacific, Dulux, Exxon	0.32	Telkom	<b>-0.69</b>

## Media New Business League(Indonesia) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Michelin, Telkomsel, Wrigley	2.00		2.00
2	2	MPG	AXA, Mowilex, Gudang Garam	0.90		0.90
3	3=	Maxus	Indofood Group, Shangri-la Asia Pacific	0.48	Burberry	0.52
4	3=	Mindshare	Air Asia, Gudang Garam, Lenovo, A&W Restaurant	1.05	Telkom	0.45
5	5	ZenithOpti media	Invida, Watson's	0.43	BRI Syariah	0.38
6	6	Starcom MediaVest	Abbott Laboratories, Paseo (APP), Meiji	0.21		0.21
7	7=	Carat	ANZ	0.12		0.10
8	7=	Universal McCann	Burberry	0.07		0.07
9	7=	MediaCom	Platinum Ceramics, Turkish Airline	0.05		0.05
10=	10=	PHD		0.00		0.00
10=	10=	Vizeum		0.00		0.00
10=	10=	Initiative		0.00		0.00
13	13	OMD	Alliance Cosmetics, Honda Motorcycles	0.08	Wrigley, Shangri-la Asia Pacific	-0.33

### CREATIVE AGENCIES

BBDO finished the year on top on the back of Telkom Indonesia and J&J Baby wins. DDB and Ogilvy shared second position. DDB won a dozen wins, including Diageo Retail Business. Ogilvy picked up Volkswagen. JWT made up the rest of the top four.

### MEDIA AGENCIES

MEC capped a successful 2010 on the back of retaining their Telkomsel business. MPG was placed second, securing AXA and Gudang Garam. Maxus and Mindshare made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.