

Creative New Business League(Indonesia) –December 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	3.42		3.42
2	2	Ogilvy	Philips Asia Pacific, Heineken, Sorella	2.31	Yahoo! Southeast Asia	1.92
3	3	BBDO	ExxonMobil Asia Pacific, SC Johnson Asia Pacific	1.65	Softex	1.55
4	4	Saatchi and Saatchi	Invida Asia Pacific, Nestle Indofood Brands	0.95		0.95
5	5	Grey Group	Procter & Gamble, Tupperware, BCA	0.76		0.76
6	6	Euro RSCG	Volvo (Arnold)	0.52		0.52
7	7	Lowe	PT ABC President, Pizza Hut	0.45		0.45
8=	8=	Dentsu	Chelsea Football Club SouthEast Asia, Tempo Scan Pacific	0.32		0.32
8=	8=	Publicis	Merck OTC Brands Asia Pacific, PizzaHut Social Media	0.48	Nestle Indofood Maggi & Magic Lezat	0.32
10	10	Y&R	Softex, BMW Mini, Sugar Group Companies JJ Royal Coffee	0.28		0.28
11	11	Bates	Ultra Mini, Tetra Pak, Buavita, Abbott	0.16		0.16
12	12	TBWA	ANZ Bank, Ovaltine, Djarum	0.29	Mars Asia Pacific	0.09
13=	13=	JWT		0.00		0.00
13=	13=	M&C Saatchi		0.00		0.00
15	15	McCann WorldGroup	Sinar Mas, Lafarge Cement, Sinar Mas Smartfren	0.28	Lufthansa Asia Pacific	(0.70)
16	16	DDB	Ultrajaya, Microsoft, Levis , Heinz	1.05	Philips Asia Pacific	(1.35)
17	17	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Indonesia) –December 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, Telkomsel, McDonald's	1.73	AXA Regional	1.28
2	2	MediaCom	Revlon Asia Pacific	1.13		1.13
3	5	MPG	AXA Regional, DBS, LPS Depositors' Insurance	1.50	BNI	0.70
4	3	Carat	Philips Asia Pacific	0.64		0.64
5	6	Starcom MediaVest	Novartis Asia Pacific, Mars and Wrigley SEA, BNI	1.40	P&G SEA	0.40
6	4	PHD	Sony Ericsson Asia Pacific	0.37		0.37
7	7	ZenithOpti media	Sinarmas MSIG, Javabica, Multiply	0.45	Marriott International Asia Pacific	0.15
8	8	Universal McCann	ExxonMobil Asia Pacific	0.10		0.10
9	9	Vizeum		0.00		0.00
10	10	Maxus	SC Johnson Asia Pacific	0.45	McDonald's	(0.05)
11	12	Mindshare		0.00	Orang Tua Group	(0.25)
12	11	MEC	ManuLife, Hawley & Hazel, Marriott International Asia Pacific	0.29	Novartis Asia Pacific	(0.41)
13	13	Initiative	Nescafe, Heinz ABC	0.09	Revlon Asia Pacific	(0.46)

CREATIVE AGENCIES

Leo Burnett maintained its lead with overall revenue of USD3.42M. Ogilvy stayed at second position. BBDO and Saatchi and Saatchi made up the rest of the top four.

MEDIA AGENCIES

OMD continued to top the table, generating overall revenue of USD1.28M. MediaCom maintained its second position. MPG moved to the third place with the recent AXA Regional win with Carat in close pursuit.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

