

Creative New Business League(Indonesia) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	NA	Dentsu	Soy Joy, Hitachi	0.6		0.6
2	3=	Bates	Abbott	0.3		0.3
3=	1=	Lowe	Fanta Activation, Sprite Activation, Philip Morris	0.2		0.2
3=	3=	Leo Burnett	FrieslandCampina	0.2		0.2
5=	3=	Ogilvy	Western Union, Tupperware, Pizza Hut, Prudential	0.1		0.1
5=	1=	McCann WorldGroup	Indoeskrim, Orchid Butter	0.1		0.1
5=	3=	DDB	LotteMart	0.1		0.1
8=	3=	Euro RSCG		0.0		0.0
8=	3=	Grey Group		0.0		0.0
8=	3=	Y&R		0.0		0.0
8=	3=	Saatchi and Saatchi		0.0		0.0
8=	3=	Publicis		0.0		0.0
8=	3=	DraftFCB		0.0		0.0
8=	3=	M&C Saatchi		0.0		0.0
8=	3=	BBDO		0.0		0.0
8=	3=	TBWA		0.0		0.0
8=	3=	JWT		0.0		0.0

Media New Business Scoreboard(Indonesia) –Feb 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	Telkomsel (Outdoor), Wrigley	1.3		1.3
2	2=	Mindshare	Bayer	0.3		0.3
3=	2=	MPG		0.0		0.0
3=	2=	Carat		0.0		0.0
3=	2=	ZenithOpti media		0.0		0.0
3=	2=	Universal McCann		0.0		0.0
3=	2=	PHD		0.0		0.0
3=	2=	OMD		0.0		0.0
3=	2=	Vizeum		0.0		0.0
3=	2=	Starcom MediaVest		0.0		0.0
3=	2=	Maxus		0.0		0.0
3=	2=	MediaCom		0.0		0.0
3=	2=	Initiative		0.0		0.0

CREATIVE AGENCIES

Dentsu went to the top position on the back of Soy Joy and Hitachi wins. Bates moved to the second, securing Abbott account. Lowe and Leo Burnett shared the third place

MEDIA AGENCIES

MEC maintained the top position securing Telkomsel (Outdoor) this month. Mindshare also snapped Bayer regional business and ranked the second.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

