

## Creative New Business League(Indonesia) – Aug 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>1</b>	<b>DDB</b>	Etcetera Entertainment, Diageo Retail, HP Facebook	2.4	Energizer	2.0
<b>2</b>	<b>2</b>	<b>BBDO</b>	JNJ Baby, Astra Honda Motor, Telkom	1.9		1.9
<b>3</b>	<b>4=</b>	<b>TBWA</b>	Energizer, Gudang Garam - Merah and Djaja Brands	1.0		1.0
<b>4=</b>	<b>4=</b>	<b>Ogilvy</b>	Volkswagen, Elle & Vire, Moss burger	0.9		0.9
<b>4=</b>	<b>4=</b>	<b>Grey Group</b>	BTPN, Telkom	0.9		0.9
<b>6=</b>	<b>3</b>	<b>Lowe</b>	Coca-Cola Activation, Indofood	1.3	J&J Baby	0.8
<b>6=</b>	<b>7</b>	<b>Bates</b>	Proton, Abbott	0.8		0.8
<b>8</b>	<b>8=</b>	<b>Leo Burnett</b>	Honda, Samsung, FrieslandCampina	0.7		0.7
<b>9</b>	<b>8=</b>	<b>Dentsu</b>	Soy Joy, Hitachi	0.6		0.6
<b>10=</b>	<b>10</b>	<b>JWT</b>	Chitato, Indofood, Osotspa	0.5		0.5
<b>10=</b>	<b>11</b>	<b>Y&amp;R</b>	Lippo Group, Indofood, Prenagen	0.5		0.5
<b>12</b>	<b>12</b>	<b>McCann WorldGroup</b>	Rexona, Lee Kum Kee, Golden Farm	0.2		0.2
<b>13=</b>	<b>13=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>13=</b>	<b>13=</b>	<b>Publicis</b>		0.0		0.0
<b>13=</b>	<b>13=</b>	<b>DraftFCB</b>		0.0		0.0
<b>13=</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>17</b>	<b>17</b>	<b>Euro RSCG</b>	Dulux, Exxon, BRI UBB	0.2	Telkom	<b>(0.8)</b>

## Media New Business Scoreboard(Indonesia) –Aug 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, Wrigley	1.8		1.8
2	2	MPG	Nojorono Group, Exxon Mobile, Extra Joss	0.6		0.6
3	3	Maxus	Indofood Group, Shangri-la Asia Pacific	0.5	Burberry	0.5
4	4	Mindshare	Gudang Garam, Tbk, Lenovo, A&W Restaurant	0.9	Gudang Garam	0.3
5=	5=	Starcom MediaVest	BRI Syariah, Meiji	0.1		0.1
5=	5=	Carat	ANZ	0.1		0.1
5=	5=	Universal McCann	Burberry	0.1		0.1
5=	5=	MediaCom	Platinum Ceramics, Turkish Airline	0.1		0.1
9=	9=	ZenithOpti media	Watson's	0.1	BRI Syariah	0.0
9=	9=	PHD		0.0		0.0
9=	9=	Vizeum		0.0		0.0
9=	9=	Initiative		0.0		0.0
13	13	OMD	Alliance Cosmetics, Honda Motorcycles	0.0	Wrigley	(0.3)

### CREATIVE AGENCIES

DDB maintained the top position securing Etcetera Entertainment. Closely followed is BBDO who had just taken the J&J Baby account. TBWA moved to the third snapping Energize. Ogilvy and Grey shared the fourth place

### MEDIA AGENCIES

A quiet month for Indonesia, all agency ranks stayed the same.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

