

## Creative New Business League(Indonesia) – June 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>16</b>	<b>DDB</b>	Bank Negara, Department of Culture and Tourism	1.7	Prenagen	1.4
<b>1=</b>	<b>1</b>	<b>BBDO</b>	Astra Honda Motor, Telkom	1.4		1.4
<b>3</b>	<b>2</b>	<b>Lowe</b>	Coca-Cola Activation, Indofood	1.3		1.3
<b>4=</b>	<b>6=</b>	<b>TBWA</b>	Gudang Garam - Merah and Djaja Brands	0.9		0.9
<b>4=</b>	<b>3</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>7</b>	<b>4=</b>	<b>Bates</b>	Proton, Abbott	0.8		0.8
<b>8=</b>	<b>6=</b>	<b>Dentsu</b>	Soy Joy, Hitachi	0.6		0.6
<b>8=</b>	<b>6=</b>	<b>Leo Burnett</b>	Samsung, FrieslandCampina	0.6		0.6
<b>10</b>	<b>9</b>	<b>JWT</b>	Chitato, Indofood, Osotspa	0.5		0.5
<b>11</b>	<b>10</b>	<b>Y&amp;R</b>	Indofood, Prenagen, Sequislife	0.4		0.4
<b>12</b>	<b>11</b>	<b>McCann WorldGroup</b>	Rexona, Lee Kum Kee, Golden Farm	0.2		0.2
<b>13=</b>	<b>12=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>13=</b>	<b>12=</b>	<b>Publicis</b>		0.0		0.0
<b>13=</b>	<b>12=</b>	<b>DraftFCB</b>		0.0		0.0
<b>13=</b>	<b>12=</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) – June 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>MEC</b>	Telkomsel, Wrigley	1.8		1.8
<b>2</b>	<b>2</b>	<b>MPG</b>	Nojorono Group, Exxon Mobile, Extra Joss	0.6		0.6
<b>3</b>	<b>3</b>	<b>Maxus</b>	Indofood Group, Shangri-la Asia Pacific	0.5	Burberry	0.5
<b>4</b>	<b>4</b>	<b>Mindshare</b>	Gudang Garam, Tbk., Lenovo, A&W Restaurant	0.9	Gudang Garam	0.3
<b>5=</b>	<b>5=</b>	<b>Starcom MediaVest</b>	BRI Syariah, Meiji	0.1		0.1
<b>5=</b>	<b>7=</b>	<b>Carat</b>	ANZ	0.1		0.1
<b>5=</b>	<b>5=</b>	<b>Universal McCann</b>	Burberry	0.1		0.1
<b>5=</b>	<b>7=</b>	<b>MediaCom</b>	Platinum Ceramics, Turkish Airline	0.1		0.1
<b>9=</b>	<b>7=</b>	<b>ZenithOptimedia</b>	Watson's	0.1	BRI Syariah	0.0
<b>9=</b>	<b>7=</b>	<b>PHD</b>		0.0		0.0
<b>9=</b>	<b>7=</b>	<b>Vizeum</b>		0.0		0.0
<b>9=</b>	<b>7=</b>	<b>Initiative</b>		0.0		0.0
<b>13</b>	<b>13</b>	<b>OMD</b>	Honda Motorcycles	0.0	Wrigley	<b>(0.4)</b>
<b>CREATIVE AGENCIES</b>						
DDB jumped to the top securing some financial account, sharing the first place with BBDO. Lowe dropped to the third. TBWA, Ogilvy and Grey shared the fourth place.						
<b>MEDIA AGENCIES</b>						
The top four agency ranks remained the same. Among them, MPG secured Nojorono Group.						
<b>METHODOLOGY</b>						
The R3 New Business League has been compiled each of the last 94 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 <a href="mailto:greg@rthree.com">greg@rthree.com</a> or visit <a href="http://www.rthree.com">www.rthree.com</a> 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.						
						