

Creative New Business League(Indonesia) – Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Clear Shampoo, Ministry of Trade, Etcetera Entertainment	2.5	Energizer	2.2
2	2	BBDO	JNJ Baby, Astra Honda Motor, Telkom	1.9		1.9
3	4=	Ogilvy	Yahoo, Pocari Sweat, Volkswagen	1.1		1.1
4=	8	Leo Burnett	BNP Paribas, Frisian Flag, Honda	1.0		1.0
4=	3	TBWA	Energizer, Gudang Garam - Merah and Djaja Brands	1.0		1.0
6=	6=	Lowe	Philip Morris , Coca-Cola Activation, Indofood	1.4	J&J Baby	0.9
6=	4=	Grey Group	BTPN, Telkom	0.9		0.9
8	6=	Bates	Proton, Abbott	0.8		0.8
9=	9	Dentsu	Soy Joy, Hitachi	0.6		0.6
9=	10=	Y&R	Microsoft, Inti University, Lippo Group	0.6		0.6
11	10=	JWT	Chitato, Indofood, Osotspa	0.5		0.5
12	12	McCann WorldGroup	Rexona, Lee Kum Kee, Golden Farm	0.2		0.2
13=	13=	Saatchi and Saatchi		0.0		0.0
13=	13=	Publicis		0.0		0.0
13=	13=	DraftFCB		0.0		0.0
13=	13=	M&C Saatchi		0.0		0.0
17	17	Euro RSCG	Dulux, Exxon, BRI UBB	0.2	Telkom	(0.8)

Media New Business Scoreboard(Indonesia) –Sep 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
3=	4	Mindshare	Air Asia, Gudang Garam, Lenovo, A&W Restaurant	1.1	TELKOM, Gudang Garam	0.5
5	5=	ZenithOptimedia	Invida, Watson's	0.4	BRI Syariah	0.4
6=	5=	Starcom MediaVest	BRI Syariah, Meiji	0.1		0.1
6=	5=	Carat	ANZ	0.1		0.1
6=	5=	Universal McCann	Burberry	0.1		0.1
6=	9=	MediaCom	Platinum Ceramics, Turkish Airline	0.1		0.1
10=	9=	PHD		0.0		0.0
10=	9=	Vizeum		0.0		0.0
10=	9=	Initiative		0.0		0.0
13	13	OMD	Alliance Cosmetics, Honda Motorcycles	0.1	Wrigley, Shangri-la Asia Pacific	(0.3)

CREATIVE AGENCIES

DDB maintained the top position securing Clear Shampoo, followed by BBDO. Ogilvy moved up to the third place winning Yahoo and Pocari Sweat. Leo Burnett jumped to the fourth place with several wins including BNP Paribas and Frisian Flag.

MEDIA AGENCIES

MEC, MPG and Maxus maintained the top three on the back of previous wins. Mindshare made up the top four securing Air Asia.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

