

## Creative New Business League(Indonesia) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	13	Lowe	Philip Morris	0.1		0.1
1=	3	McCann WorldGroup	Indoeskrim, Orchid Butter	0.1		0.1
3=	1	Leo Burnett		0.0		0.0
3=	2	Ogilvy		0.0		0.0
3=	4	DDB		0.0		0.0
3=	5=	Euro RSCG		0.0		0.0
3=	5=	Grey Group		0.0		0.0
3=	7	Y&R		0.0		0.0
3=	8	Saatchi and Saatchi		0.0		0.0
3=	9=	Publicis		0.0		0.0
3=	9=	DraftFCB		0.0		0.0
3=	9=	M&C Saatchi		0.0		0.0
3=	9=	Bates		0.0		0.0
3=	14=	BBDO		0.0		0.0
3=	14=	TBWA		0.0		0.0
3=	16	JWT		0.0		0.0

## Media New Business Scoreboard(Indonesia) –Jan 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	Wrigley	0.3		0.3
2=	2=	MPG		0.0		0.0
2=	2=	Carat		0.0		0.0
2=	4	ZenithOptimedia		0.0		0.0
2=	5=	Universal McCann		0.0		0.0
2=	5=	Mindshare		0.0		0.0
2=	7=	PHD		0.0		0.0
2=	7=	OMD		0.0		0.0
2=	9=	Vizeum		0.0		0.0
2=	9=	Starcom MediaVest		0.0		0.0
2=	11	Maxus		0.0		0.0
2=	12	MediaCom		0.0		0.0
2=	13	Initiative		0.0		0.0
<b>CREATIVE AGENCIES</b>						
A quiet month for Indonesia. Lowe and McCann shared the first place, securing Philip Morris and Indoeskrim respectively						
<b>MEDIA AGENCIES</b>						
A quiet month for Indonesia, only MEC secured Wrigley business and took the first place.						
<b>METHODOLOGY</b>						
The R3 New Business League has been compiled each of the last 89 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.						
						