

## Creative New Business League(Indonesia) –Jan 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST YEAR</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>5</b>	<b>Leo Burnett</b>	Honda Accord	0.51		0.51
<b>2</b>	<b>12</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific, Emirates Airlines, Bentoel Group	0.35		0.35
<b>3</b>	<b>2=</b>	<b>Ogilvy</b>	Close Up, Pediasure	0.41	Lenovo Asia Pacific	0.31
<b>4</b>	<b>7</b>	<b>Lowe</b>	Pizza Hut	0.20		0.20
<b>5</b>	<b>17</b>	<b>Euro RSCG</b>		0.15		0.15
<b>6</b>	<b>15=</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.05		0.05
<b>7</b>	<b>9</b>	<b>TBWA</b>		0.03		0.03
<b>8=</b>	<b>13</b>	<b>McCann WorldGroup</b>	GE Healthcare	0.00		0.00
<b>8=</b>	<b>1</b>	<b>BBDO</b>		0.00		0.00
<b>8=</b>	<b>2=</b>	<b>DDB</b>		0.00		0.00
<b>8=</b>	<b>4</b>	<b>JWT</b>		0.00		0.00
<b>8=</b>	<b>6</b>	<b>Grey Group</b>		0.00		0.00
<b>8=</b>	<b>8</b>	<b>Bates</b>		0.00		0.00
<b>8=</b>	<b>10</b>	<b>Dentsu</b>		0.00		0.00
<b>8=</b>	<b>11</b>	<b>Y&amp;R</b>		0.00		0.00
<b>8=</b>	<b>14</b>	<b>DraftFCB</b>		0.00		0.00
<b>8=</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00

## Media New Business League(Indonesia) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	13	OMD	Levi's Asia Pacific	0.08		0.08
2=	1	MEC		0.00		0.00
2=	2	MPG		0.00		0.00
2=	3	Maxus		0.00		0.00
2=	4	Mindshare		0.00		0.00
2=	5	ZenithOptimedia		0.00		0.00
2=	6	Starcom MediaVest		0.00		0.00
2=	7	Carat		0.00		0.00
2=	8	Universal McCann		0.00		0.00
2=	9	MediaCom		0.00		0.00
2=	10=	PHD		0.00		0.00
2=	10=	Vizeum		0.00		0.00
2=	10=	Initiative		0.00		0.00

### CREATIVE AGENCIES

In the first report of 2011, Leo Burnett led the way through strong Honda Accord and other confidential wins. Saatchi&Saatchi stayed second, securing Lenovo Asia Pacific and Emirates Airlines. Ogilvy and Lowe made up the rest of the top four.

### MEDIA AGENCIES

It was a quiet month with OMD leading the way on the back of strong Levi's Asia Pacific win.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

