

Creative New Business League(Indonesia) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	Sinar Mas/MSIG, Tempo Scan Pacific Tbk., Samsung, Honda Accord	2.54		2.54
2	3	Ogilvy	SC Johnson Asia Pacific, Teh Kotak, YouC 1000, Sampoerna	1.89	Yahoo! Southeast Asia	1.75
3	5	BBDO	SC Johnson Asia Pacific, PT Megasurya Mas Bar Soap Category	1.15		1.15
4	2	Saatchi and Saatchi	Invida Asia Pacific, Nestle Indofood Brands	0.95		0.95
5	4	Grey Group	BCA E-banking Services	0.60		0.60
6=	6=	Dentsu	Chelsea Football Club SouthEast Asia, Tempo Scan Pacific	0.32		0.32
6=	6=	Euro RSCG	Bosch Brand Asia Pacific, Smartfren PT Sinar Mas	0.32		0.32
8	8	Lowe	Pizza Hut	0.20		0.20
9	10	Bates	Tetra Pak, Buavita, Abbott, ABC Noodles	0.13		0.13
10	9	Y&R	Danone Mizone Digital, Cigna Digital	0.12		0.12
11	11	Publicis	TEBS Sosro, Zurich, Tempo, LG Digital Asia Pacific	0.25	Nestle Indofood Maggi & Magic Lezat	0.09
12=	12=	JWT		0.00		0.00
12=	12=	M&C Saatchi		0.00		0.00
14	15	TBWA		0.07	Mars Asia Pacific	-0.13
15	16	McCann WorldGroup	Carl's Junior, Gudang Garam, City Chain Asia Pacific, GE Healthcare	0.04	Gudang Garam	-0.46
16	17	DDB	Microsoft, Levis , Heinz, XL Axiata	1.00	Sony Ericsson	-0.80
17	12=	DraftFCB		0.00	SC Johnson Asia Pacific	-1.50

Media New Business League(Indonesia) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	McDonald's, UTS Insearch, Levi's Asia Pacific	1.48		1.48
2	2	MPG	Javabica Coffee, ABC President, AXA Digital, Bosch Brand Asia Pacific	0.98		0.93
3	7	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.32		0.32
4	3	ZenithOptimedia	Multiply, American Standard, Vittel	0.30		0.30
5	4	Carat	Toko Bagus, Kalbe Pharma Hydro&Woods, TokoBagus.com	0.26		0.26
6	5	MEC	Michelin, Sony Ericsson, Starwood Hotels Asia Pacific	0.24		0.24
7=	8=	Mindshare		0.00		0.00
7=	8=	Starcom MediaVest		0.00		0.00
7=	8=	Universal McCann		0.00		0.00
7=	8=	MediaCom		0.00		0.00
7=	8=	Vizeum		0.00		0.00
12	13	Maxus	SC Johnson Asia Pacific	0.45	McDonald's	-0.05
13	6	Initiative	Heinz ABC	0.04	SC Johnson Asia Pacific	-0.46

CREATIVE AGENCIES

Leo Burnett maintained top spot on the back of Sinar Mas/MSIG win. Ogilvy moved up to second, securing SC Johnson Asia Pacific new business. BBDO also picked up strong SC Johnson win, and made up the rest of the top four with Saatchi and Saatchi.

MEDIA AGENCIES

OMD stayed on top spot on the back of Telkommssel win. MPG won Javabica Coffee and was placed second. PHD and ZenithOptimedia made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.

