

Creative New Business League(Indonesia) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	3	Saatchi and Saatchi	Kraft Food - Biskuat Tiger Cup, Indofood - Bimoli Cooking Oil	0.62		0.62
1=	4	Ogilvy	Sampoerna, Phillip Morris, Total Camakila	0.76	Yahoo! Southeast Asia	0.62
3	1	Leo Burnett	Honda Accord	0.51		0.51
4	2	Grey Group	BCA E-banking Services	0.50		0.50
5	6=	BBDO	Prudential Life insurance, Kino Care- Healthy drink category	0.35		0.35
6	5	Euro RSCG	Smartfren PT Sinar Mas	0.21		0.21
7	6=	Lowe	Pizza Hut	0.20		0.20
8	9	Y&R	Danone Mizone Digital, Cigna Digital	0.12		0.12
9	11=	Bates	ABC Noodles, Pasaraya	0.08		0.08
10	8	Publicis	LG Digital Asia Pacific	0.05		0.05
11	10	TBWA		0.03		0.03
12=	11=	JWT		0.00		0.00
12=	11=	Dentsu		0.00		0.00
12=	11=	DraftFCB		0.00		0.00
12=	11=	M&C Saatchi		0.00		0.00
16	16	McCann WorldGroup	City Chain Asia Pacific, GE Healthcare	0.03	Pizza Hut	(0.07)
17	17	DDB		0.00	LG	(1.50)

Media New Business League(Indonesia) –Mar 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	Levi's Asia Pacific	0.43		0.43
2	2	Carat	Toko Bagus, Kalbe Pharma Hydro&Woods, TokoBagus.com	0.26		0.26
3	3	ZenithOpti media	American Standard, Vittel	0.10		0.10
4	4	PHD	Hotels.com Asia Pacific	0.02		0.02
5	5	MEC	Starwood Hotels Asia Pacific	0.01		0.01
6=	6=	MPG		0.00		0.00
6=	6=	Maxus		0.00		0.00
6=	6=	Mindshare		0.00		0.00
6=	6=	Starcom MediaVest		0.00		0.00
6=	6=	Universal McCann		0.00		0.00
6=	6=	MediaCom		0.00		0.00
6=	6=	Vizeum		0.00		0.00
6=	6=	Initiative		0.00		0.00

CREATIVE AGENCIES

Saatchi&Saatchi shared top spot with Ogilvy; Saatchi won Kraft and Indofood brands, while Ogilvy picked up Sampoerna. Leo Burnett and Grey made up the rest of the top four.

MEDIA AGENCIES

It's a quiet month for multinational media agency league, only Carat won Toko Bagus.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

