

Creative New Business League(Indonesia) – May 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	BBDO	Astra Honda Motor, Telkom	1.4		1.4
2	2=	Lowe	Coca-Cola Activation, Indofood	1.3		1.3
3	9=	Ogilvy	Volkswagen, Elle & Vire, Moss burger	0.9		0.9
4=	2=	Grey Group	Telkom	0.8		0.8
4=	2=	Bates	Proton, Abbott	0.8		0.8
6=	5	Dentsu	Soy Joy, Hitachi	0.6		0.6
6=	11=	TBWA	Gudang Garam - Merah and Djaja Brands	0.6		0.6
6=	6=	Leo Burnett	Samsung, FrieslandCampina	0.6		0.6
9	6=	JWT	Chitato, Indofood, Osotspa	0.5		0.5
8	4	Y&R	Indofood, Prenagen, Sequislife	0.4		0.4
11	9=	McCann WorldGroup	Rexona, Lee Kum Kee, Golden Farm	0.2		0.2
12=	11=	Saatchi and Saatchi		0.0		0.0
12=	11=	Publicis		0.0		0.0
12=	11=	DraftFCB		0.0		0.0
12=	11=	M&C Saatchi		0.0		0.0
16	16	DDB	Bank Negara, Department of Culture and Tourism	0.2	Prenagen	(0.1)
17	17	Euro RSCG	Dulux, Exxon, BRI UBB	0.2	Telkom	(0.9)

Media New Business Scoreboard(Indonesia) – May 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	Exxon Mobile, Extra Joss, Indocare, Vivelle	0.6		0.6
3	4=	Maxus	Indofood Group, Shangri-la Asia Pacific	0.5	Burberry	0.5
4	2=	Mindshare	Gudang Garam, Tbk., Lenovo, A&W Restaurant	0.9	Tele	0.3
5=	7=	Starcom MediaVest	BRI Syariah, Meiji	0.1		0.1
5=	4=	Universal McCann	Burberry	0.1		0.1
7=	7=	Carat	ANZ	0.0		0.0
7=	4=	ZenithOptimedia	Watson's	0.1	BRI Syariah	0.0
7=	7=	PHD		0.0		0.0
7=	7=	Vizeum		0.0		0.0
7=	7=	MediaCom		0.0		0.0
7=	7=	Initiative		0.0		0.0
13	13	OMD	Honda Motorcycles	0.0	Wrigley, Shangri-la Asia Pacific	(0.4)
CREATIVE AGENCIES						
BBDO and Lowe maintained their top positions, securing Astra Honda Motor and Coca-Cola Activation each. Ogilvy jumped to the third spot, snapping several wins including Volkswagen, Elle & Vire and Moss burger. Grey and Bates shared the fourth place.						
MEDIA AGENCIES						
MEC maintained the top position on the back of previous wins. MPG moved to the second place, securing several wins including Exxon Mobile, Extra Joss, Indocare and Vivelle. Maxus and Mindshare made up the top four						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 93 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.						
						