

Creative New Business League(Indonesia) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	5	Leo Burnett	Samsung, Honda Accord	1.41		1.41
2	1	Saatchi and Saatchi	Invida Asia Pacific, Nestle Indofood Brands	0.95		0.95
3	2	Ogilvy	YouC 1000, Sampoerna, Phillip Morris, Total Camakila	0.79	Yahoo! Southeast Asia	0.65
4	3	Grey Group	BCA E-banking Services	0.60		0.60
5	4	BBDO	PT Megasurya Mas Bar Soap Category, Prudential Life Insurance	0.55		0.55
6=	6	Dentsu	Chelsea Football Club SouthEast Asia, Tempo Scan Pacific	0.32		0.32
6=	7	Euro RSCG	Bosch Brand Asia Pacific, Smartfren PT Sinar Mas	0.32		0.32
8	8	Lowe	Pizza Hut	0.20		0.20
9	9	Y&R	Danone Mizone Digital, Cigna Digital	0.12		0.12
10	10	Bates	ABC Noodles, Pasaraya	0.08		0.08
11	11	TBWA		0.07		0.07
12=	13=	JWT		0.00		0.00
12=	13=	DraftFCB		0.00		0.00
12=	13=	M&C Saatchi		0.00		0.00
15	12	Publicis	Tempo, LG Digital Asia Pacific	0.15	Nestle Indofood Maggi & Magic Lezat	-0.01
16	16	McCann WorldGroup	Carl's Junior, Gudang Garam, City Chain Asia Pacific	0.04	Gudang Garam	-0.46
17	17	DDB	Intel Asia Pacific, PT.CCI & Intel, ABC Heinz	0.60	Sony Ericsson	-1.20

Media New Business League(Indonesia) –May 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	5	MPG	ABC President, AXA Digital, Bosch Brand Asia Pacific	0.53		0.48
3	2	ZenithOptimedia	MultiPLY, American Standard, Vittel	0.30		0.30
4	3	Carat	Toko Bagus, Kalbe Pharma Hydro&Woods, TokoBagus.com	0.26		0.26
5	4	MEC	Sony Ericsson, Starwood Hotels Asia Pacific	0.23		0.23
6	7=	Initiative	Heinz ABC	0.04		0.04
7	6	PHD	Hotels.com Asia Pacific	0.02		0.02
8=	7=	Mindshare		0.00		0.00
8=	7=	Starcom MediaVest		0.00		0.00
8=	7=	Universal McCann		0.00		0.00
8=	7=	MediaCom		0.00		0.00
8=	7=	Vizeum		0.00		0.00
13	7=	Maxus		0.00	McDonald's	-0.50
CREATIVE AGENCIES						
Leo Burnett jumped up to top spot on the back of excellent Samsung win, followed by Saatchi and Saatchi. Ogilvy and Grey made up the rest of the top four.						
MEDIA AGENCIES						
OMD kept on top spot on the back of strong McDonald's win. MPG was fastest mover this month, securing ABC President and AXA Digital. ZenithOptimedia and Carat made up the rest of the top four.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 105 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.						
						