

## Creative New Business League(Indonesia) – Nov 2009

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</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>1</b>	<b>Leo Burnett</b>	Carrefour, Telkomsel	3.7		3.7
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Sari Husada, Tele Direct, UPS Asia Pacific	2.1	Sprite Asia Pacific	1.9
<b>3</b>	<b>3</b>	<b>McCann WorldGroup</b>	Indomilk Powder Milk, Indomilk Calciskim, Aqua AKSI Big Bang, AXE Mansion	1.5	UPS Asia Pacific	1.4
<b>4=</b>	<b>5</b>	<b>DDB</b>	Hewlett Packard, Astra Honda Motor, Bank Negara International, Castrol	1.5	Kalbe Nutritionals	0.9
<b>4=</b>	<b>4</b>	<b>Euro RSCG</b>	BRI - Britama, Kalbe Farma	1.0	Panasonic (Electronics)	0.9
<b>4=</b>	<b>8</b>	<b>Grey Group</b>	Barclays Bank, ESPN Star Sports Asia Pacific, GlaxoSmithKline - Panadol, CIMB Niaga	0.9		0.9
<b>7</b>	<b>6=</b>	<b>Y&amp;R</b>	Kalbe Nutritionals	0.6		0.6
<b>8</b>	<b>6=</b>	<b>Saatchi and Saatchi</b>	Orang Tua, Kiranti	0.6	ESPN Star Sports Asia Pacific	0.5
<b>9=</b>	<b>10=</b>	<b>Publicis</b>	BMW Southeast Asia	0.0		0.0
<b>9=</b>	<b>10=</b>	<b>DraftFCB</b>		0.0		0.0
<b>9=</b>	<b>10=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>9=</b>	<b>10=</b>	<b>Bates</b>		0.0		0.0
<b>13=</b>	<b>9</b>	<b>BBDO</b>	PT Pembangunan Jaya Ancol, Panasonic (Asia Pacific)	0.1	Allianz Asia Pacific	(0.2)
<b>13=</b>	<b>14=</b>	<b>TBWA</b>		0.0	Shangri-la Global	(0.2)
<b>13=</b>	<b>14=</b>	<b>Lowe</b>		0.0	Surf (Asia Pacific)	(0.2)
<b>16</b>	<b>16</b>	<b>JWT</b>	Epson Asia Pacific	0.1	Telkomsel	(3.5)

## Media New Business Scoreboard(Indonesia) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	HBO, Telkomsel	2.2		2.2
2	2	Carat	Nokia, Kalber Farma	1.3		1.3
3	3=	MPG	Reckitt Benckiser, American Standard, Bank Negara International	1.02	Swarovski Asia Pacific	1.1
4	3=	ZenithOptimedia	Swarovski Asia Pacific, Pertamina Pasti Pas, Holcim	1.4	Reckitt Benckiser	0.7
5=	5=	Universal McCann	Frisian Flag	0.3		0.3
5=	5=	Mindshare	Gudang Garam Tbk	0.3		0.3
7=	7=	PHD	HP Asia Pacific	0.2		0.2
7=	7=	OMD	Ancol	0.2		0.2
9=	9=	Vizeum		0.0		0.0
9=	9=	Starcom MediaVest		0.0		0.0
11	11	Maxus		0.0	Frisian Flag	(0.3)
12	12	MediaCom	P&G Fine Fragrance Asia Pacific	0.0	Nokia	(1.2)
13	13	Initiative	Sanghyang Perkasa - Kalbe Nutritionals	0.2	Telkomsel	(1.6)

### CREATIVE AGENCIES

Leo Burnett maintained the top position on the back of previous wins. Ogilvy also maintained the second place securing Sari Husada and Tele Direct. McCann and DDB made up the top four.

### MEDIA AGENCIES

A quiet month for Indonesia, only MPG snapped Reckitt Benckiser.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

