

Creative New Business League(Indonesia) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Diageo, Ciba Vision, Nestea, Crocs	2.9	Energizer	2.1
2	2	BBDO	AsiaRooms.com, JNJ Baby, Astra Honda Motor	1.9		1.9
3	3=	Ogilvy	CIMB Niaga, Elle&Vire	1.3	Panadol	1.2
4=	3=	Leo Burnett	BNP Paribas, Frisian Flag, Honda	1.0		1.0
4=	3=	Grey Group	Panadol, BTPN, Telkom	1.0	Top1 Oil	1.0
6	7	Lowe	Philip Morris , Coca-Cola Activation, Indofood	1.4	J&J Baby	0.9
7	8	Bates	Proton, Abbott	0.8		0.8
8	3=	TBWA	Energizer, Gudang Garam - Merah and Djaja Brands	1.0	Nivea	0.7
9=	9=	Dentsu	Soy Joy, Hitachi	0.6		0.6
9=	9=	Y&R	Microsoft, Inti University, Lippo Group	0.6		0.6
11=	11=	Saatchi and Saatchi	Kraft Food, Nestle Indofood Citarasa, Mead Johnson	0.5		0.5
11=	11=	JWT	Chitato, Indofood, Osotspa	0.5		0.5
13	13	McCann WorldGroup	Indofoods, Rexona, Lee Kum Kee	0.4		0.4
14	14=	DraftFCB	Nivea	0.3		0.3
15=	14=	Publicis		0.0		0.0
15=	14=	M&C Saatchi		0.0		0.0
17	17	Euro RSCG	Dulux, Exxon, BRI UBB	0.2	Telkom	(0.8)

Media New Business League(Indonesia) –Nov 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	Michelin, Telkomsel, Wrigley	2.0		2.0
2	2	MPG	Nojorono Group, Exxon Mobile, Extra Joss	0.6		0.6
3=	3=	Maxus	Indofood Group, Shangri-la Asia Pacific	0.5	Burberry	0.5
3=	3=	Mindshare	Air Asia, Gudang Garam, Lenovo, A&W Restaurant	1.1	Telkom	0.5
5	5	ZenithOptimedia	Invida, Watson's	0.4	BRI Syariah	0.4
6	6	Starcom MediaVest	Abbott Laboratories, Paseo (APP), Meiji	0.2		0.2
7=	7=	Carat	ANZ	0.1		0.1
7=	7=	Universal McCann	Burberry	0.1		0.1
7=	7=	MediaCom	Platinum Ceramics, Turkish Airline	0.1		0.1
10=	10=	PHD		0.0		0.0
10=	10=	Vizeum		0.0		0.0
10=	10=	Initiative		0.0		0.0
13	13	OMD	Alliance Cosmetics, Honda Motorcycles	0.1	Wrigley, Shangri-la Asia Pacific	(0.3)

CREATIVE AGENCIES

DDB still led the way through Diageo win. BBDO was a close second. Ogilvy was placed third, securing CIMB Niaga and Elle&Vire. Leo Burnett and Grey made up the rest of the top four.

MEDIA AGENCIES

A quiet month for multinational media agency reviews, only MEC picked up Michelin.

METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.

