

## Creative New Business League(Indonesia) –November 2011

<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>	Sinar Mas MSIG, Tempo Scan Pacific Tbk., Samsung, Honda Accord	2.54		2.54
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Philips Asia Pacific, Heineken, Sorella	2.31	Yahoo! Southeast Asia	2.17
<b>3</b>	<b>3</b>	<b>BBDO</b>	ExxonMobil Asia Pacific, SC Johnson Asia Pacific	1.65		1.65
<b>4</b>	<b>4</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Nestle Indofood Brands	0.95		0.95
<b>5</b>	<b>5</b>	<b>Grey Group</b>	PT. Massindo Brand Relaunch Campaign, BCA E-banking Services	0.70		0.70
<b>6</b>	<b>7=</b>	<b>Euro RSCG</b>	Volvo (Arnold)	0.52		0.52
<b>7</b>	<b>6</b>	<b>Lowe</b>	PT ABC President, Pizza Hut	0.45		0.45
<b>8=</b>	<b>7=</b>	<b>Dentsu</b>	Chelsea Football Club SouthEast Asia, Tempo Scan Pacific	0.32		0.32
<b>8=</b>	<b>11</b>	<b>Publicis</b>	Merck OTC Brands Asia Pacific, PizzaHut Social Media	0.48	Nestle Indofood Maggi & Magic Lezat	0.32
<b>10</b>	<b>9</b>	<b>Y&amp;R</b>	Sugar Group Companies JJ Royal Coffee, Danone Mizone Digital, Cigna Digital	0.17		0.17
<b>11</b>	<b>10</b>	<b>Bates</b>	Ultra Mini, Tetra Pak, Buavita, Abbott	0.16		0.16
<b>12</b>	<b>14</b>	<b>TBWA</b>	ANZ Bank, Ovaltine, Djarum	0.29	Mars Asia Pacific	0.09
<b>13=</b>	<b>12=</b>	<b>JWT</b>		0.00		0.00
<b>13=</b>	<b>12=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>McCann WorldGroup</b>	Sinar Mas, Lafarge Cement, Sinar Mas Smartfren	0.31	ExxonMobil Asia Pacific	(0.59)
<b>16</b>	<b>16</b>	<b>DDB</b>	Ultrajaya, Microsoft, Levis , Heinz	1.05	Philips Asia Pacific	(1.35)
<b>17</b>	<b>17</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(1.50)

# Media New Business League(Indonesia) –November 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	Sony Asia Pacific, Telkomsel, McDonald's	1.73	ExxonMobil Asia Pacific	1.63
2	2	MediaCom	Revlon Asia Pacific	1.13		1.13
3	3	Carat	Philips Asia Pacific	0.64		0.64
4	4	PHD	Sony Ericsson Asia Pacific	0.37		0.37
5	6	MPG	DBS, LPS Depositors' Insurance	1.15	BNI	0.35
6	5	Starcom MediaVest	Mars and Wrigley SEA, BNI, Orang Tua Group	1.20	P&G SEA	0.20
7	9	ZenithOptimedia	Sinarmas MSIG, Javabica, Multiply	0.45	Marriott International Asia Pacific	0.15
8	7=	Universal McCann	ExxonMobil Asia Pacific	0.10		0.10
9	7=	Vizeum		0.00		0.00
10	10	Maxus	SC Johnson Asia Pacific	0.45	McDonald's	(0.05)
11	11	MEC	Marriott International Asia Pacific, Michelin	0.29	Sony Ericsson Asia Pacific	(0.21)
12	12	Mindshare		0.00	Orang Tua Group	(0.25)
13	13	Initiative	Nescafe, Heinz ABC	0.09	Revlon Asia Pacific	(0.46)

## CREATIVE AGENCIES

Leo Burnett maintained on top spot on the back of previous wins. Ogilvy won strong Philips Asia Pacific new business, and stayed second. BBDO and Saatchi&Saatchi made up the rest of the top four.

## MEDIA AGENCIES

OMD maintained on top spot, followed by MediaCom. Carat defended Philips Asia Pacific, and made up the rest of the top four with PHD, the Sony Ericsson winner.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.

