

## Creative New Business League(Indonesia) –September 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>	SC Johnson Asia Pacific, Teh Kotak, YouC 1000, Sampoerna	1.89	Yahoo! Southeast Asia	1.75
<b>3</b>	<b>3</b>	<b>BBDO</b>	Bosch Siemens Home Appliances, SC Johnson Asia Pacific	1.25		1.25
<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>6</b>	<b>Lowe</b>	PT ABC President, Pizza Hut	0.45		0.45
<b>7=</b>	<b>6=</b>	<b>Dentsu</b>	Chelsea Football Club SouthEast Asia, Tempo Scan Pacific	0.32		0.32
<b>7=</b>	<b>6=</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Smartfren PT Sinar Mas	0.32		0.32
<b>9</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>10</b>	<b>10</b>	<b>Bates</b>	Tetra Pak, Buavita, Abbott, ABC Noodles	0.13		0.13
<b>11</b>	<b>11</b>	<b>Publicis</b>	TEBS Sosro, Zurich, Tempo, LG Digital Asia Pacific	0.25	Nestle Indofood Maggi & Magic Lezat	0.09
<b>12=</b>	<b>12=</b>	<b>JWT</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>14</b>	<b>14</b>	<b>TBWA</b>	Geo Wild, Polo Mild	0.15	Mars Asia Pacific	(0.05)
<b>15</b>	<b>15</b>	<b>McCann WorldGroup</b>	Sinar Mas, Lafarge Cement, Sinar Mas Smartfren	0.31	Gudang Garam	(0.19)
<b>16</b>	<b>16</b>	<b>DDB</b>	Ultrajaya, Microsoft, Levis , Heinz	1.05	Sorella	(0.90)
<b>17</b>	<b>17</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(1.50)

# Media New Business League(Indonesia) –September 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, McDonald's	1.73		1.73
2	7=	MediaCom	P&G SEA	1.00		1.00
3	5	Carat	Axis, Toko Bagus, Kalbe Pharma Hydro&Woods	0.51		0.51
4	4	ZenithOptimedia	Sinarmas MSIG, Javabica, Multiply	0.45		0.45
5	3	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.32		0.32
6	6	Starcom MediaVest	Mars and Wrigley SEA, BNI, Orang Tua Group	1.20	P&G SEA	0.20
7	2	MPG	Javabica Coffee, ABC President, AXA Digital, Bosch Brand Asia Pacific	0.98	BNI	0.18
8=	7=	Universal McCann		0.00		0.00
8=	7=	Vizeum		0.00		0.00
10	11	Maxus	SC Johnson Asia Pacific	0.45	McDonald's	(0.05)
11	10	MEC	Michelin, Sony Ericsson, Starwood Hotels Asia Pacific	0.24	Wrigley SEA	(0.21)
12	12	Mindshare		0.00	Orang Tua Group	(0.25)
13	13	Initiative	Heinz ABC	0.04	SC Johnson Asia Pacific	(0.46)

## CREATIVE AGENCIES

Leo Burnett maintained on top spot on the back of previous wins, followed by Ogilvy. BBDO won Bosch Siemens Home Appliances new business, and made up the rest of top four with Saatchi and Saatchi.

## MEDIA AGENCIES

OMD's excellent Sony Asia Pacific win helped them stay on top spot. MediaCom was fastest mover this month, securing P&G SEA. Carat and ZenithOptimedia made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.

