

Creative New Business League(Indonesia) – Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	McCann WorldGroup	Unilever Food Solutions, Cif and Kecap Bango Digital, Coca-Cola sparkling portfolio	2.29	Ferrero SEA	1.79
2	3=	Grey Group	Ferrero SEA, Megasurya Mas Sunco, Softex	1.78		1.78
3	2	Ogilvy	Pelabuhan Indonesia II Pelindo II, Intel, Google	1.81	Coca-Cola Sprite and Fanta	1.51
4	3=	Lowe	Unilever Vaseline, PT AXIS Telekom Indonesia	1.40		1.40
5	5	Leo Burnett	PT Santos Jaya Abadi Project, Bank BTPN Project, Bank Muamalat	1.27		1.27
6	8=	Bates	Unilever Rexona, Kratingdaeng	0.20		0.20
7	6	TBWA	TelkomVision	0.14		0.14
8	15	DDB	Fonterra, Nippon Paint Project, Tourism Malaysia Project	0.53	Philips Asia Pacific	0.13
9	7	Y&R	PT. Belfoods Indonesia	0.04		0.04
10=	8=	BBDO		0.00		0.00
10=	8=	Saatchi and Saatchi		0.00		0.00
10=	8=	Euro RSCG		0.00		0.00
10=	8=	Dentsu		0.00		0.00
10=	8=	M&C Saatchi		0.00		0.00
10=	8=	DraftFCB		0.00		0.00
16	16	JWT		0.00	Orang Tua Group	(0.31)
17	17	Publicis		0.04		(0.72)

Media New Business League(Indonesia) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Tempo Group, MSIG, Manulife	2.02		2.02
2	2	MPG	XL Axiata, AXA Mandiri	1.91		1.91
3	3	PHD	Vmware, HTC	0.78		0.78
4	4	Carat	Blibli Digital Project, PT Johnson Home Hygiene Products Kiwi Digital Project, BMW Digital	0.87		0.57
5	5	ZenithOptimedia	Bank Indonesia, Portal Optima Pariwara	0.52	MSIG	0.37
6=	6=	Starcom MediaVest	Coca-Cola	0.15		0.15
6=	6=	Universal McCann	Mendengar	0.15		0.15
8	8	Maxus	Delami Brands Tirajenas, Acer	0.12		0.12
9=	9=	OMD		0.00		0.00
9=	9=	MediaCom		0.00		0.00
9=	9=	Vizeum		0.00		0.00
9=	9=	Mindshare		0.00		0.00
13	-	Dentsu Media	Ardiles Ciptawijaya, PT. Mandom, Astra Honda Motor product	0.82	Tempo Group	(0.68)
14	13	Initiative	SOHO	0.10	XL Axiata	(1.50)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

