



PRESS RELEASE

AWARDING CEREMONY OF The 2015 INDONESIA AGENCY OF THE YEAR

MIX Marketing Communications, the one and only marketing communications magazine in Indonesia, held awarding ceremony of the 2015 Indonesia AGENCY OF THE YEAR to the Top 10 Communications Agency in Indonesia on August 20th 2015. The 2015 Indonesia AGENCY OF THE YEAR is the result of the survey to 315 marketers and corporate communication people of corporate clients from various positions (from manager, senior manager, general manager, vice president, director, until president director).

The respondents also came from different kinds of industries, such as consumer goods, finance, pharmaceutical, retail, telecommunications, foods and beverages, automotive, property, fashion, and hospitality. Among them are brands from Top 20 Advertisers Nielsen version. The respondents have been involved as user, influencer, and or decision maker in choosing communications agencies for their corporations. They were willing to give evaluation of their communication agencies.

There are five variables evaluated by the respondents for communication agencies they have worked with. The five variables of this survey, which is conducted with non-probabilistic sampling method, are innovations, reputations, the capability to understand the brands and target audiences of clients, services, and recommendations.

As a matter of fact, we hoped to cover Top 10 agencies in every type of agencies (Media Specialist Agency, Creative Advertising Agency, Brand Activation Agency, Digital Agency, and Public Relations Agency) on this survey, which is conducted through telesurvey and online survey on March-May 2015 in Jakarta. However, since the survey is based on experience and is not based on perception, the respondents must have experienced as the clients of the agency. Therefore, we only managed to capture Top 6 PR Agency, Top 5 Media Specialist Agency, Top 6 Creative Advertising Agency, Top 3 Brand Activation Agency, and Top 4 Digital Agency.

Indonesia Agency of The Year is the annual award held by MIX Marketing Communications, the marketing communications magazine part of SWA Media Business. This award receives positive responses from stake holders, both from the owner and the organizational structure of the communication agency as the object of the survey and from the clients who make this survey as a reference in choosing communication agencies for their company in the future.*

The 2015 INDONESIA AGENCY OF THE YEAR

PUBLIC RELATIONS AGENCY	INDEX
Edelman Indonesia	8.07
Maverick Solusi Komunikasi	7.73
Bening Communications	7.475
Fortune Public Relations	7.36
Indo Cognito	7.095
Ogilvy Public Relations	7.07

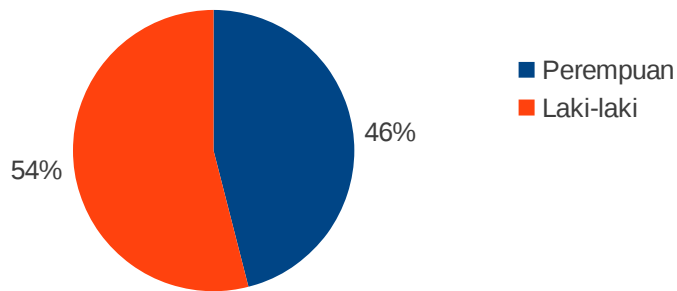
MEDIA SPECIALIST AGENCY	INDEX
Dwi Sapta Media	7.75
Mindshare	7.62
Dentsu Media	7.36
MPG Havas Media Indonesia	7.28
Fortune Media	7.125

CREATIVE ADVERTISING AGENCY	INDEX
Hakuhodo Indonesia	8.03
Dwi Sapta Advertising	7.621
Dentsu	7.38
Ogilvy and Mather Indonesia	7.25
Havas Creative Indonesia	7.23
Fortune Indonesia	7.19

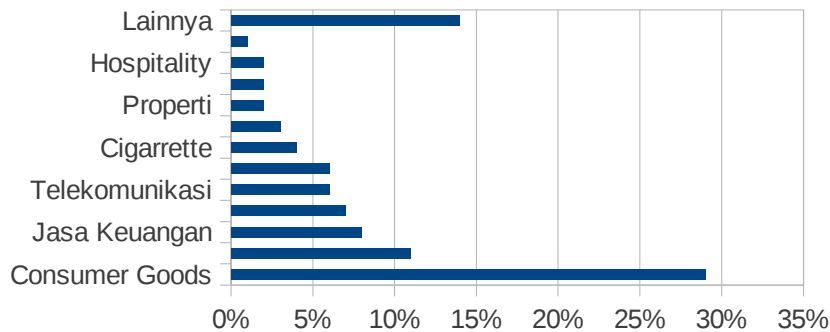
BRAND ACTIVATION AGENCY	INDEX
Bee Activator	7.53
Dentsu Indonesia	7.31
Brand Activator (Fortune Group)	7.14

DIGITAL AGENCY	INDEX
Dentsu Digital	7.36
Berakar Komunikasi	7.36
Mirum Indonesia (XM Gravity)	7.24
Y&R Indonesia	7.195

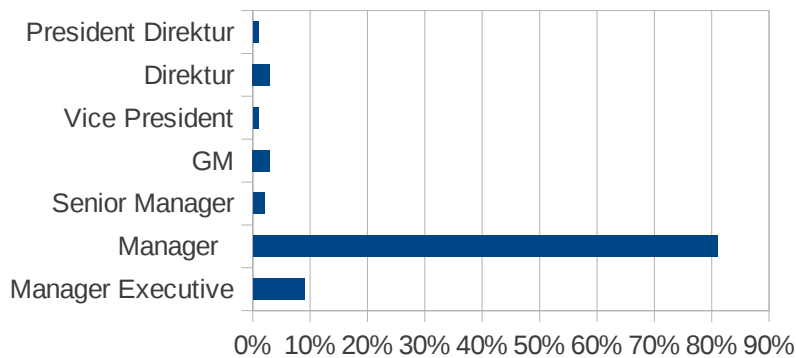
KOMPOSISI GENDER RESPONDEN Survei Agency of The Year 2015



INDUSTRI PERUSAHAAN RESPONDEN Survei Agency of Thr Year 2015



KOMPOSISI JABATAN RESPONDEN Survei Agency of The Year 2015



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