

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	Publicis	Genting Cruise Lines Project, Mercedes-Benz	2.54		2.54	3
2	2	J Walter Thompson	British Americian Tobacco, Telkomtelstra	2.34		2.34	14
3	3	Fortune	Djarum Hikmah Puasa Project, Manohara Asri Project	1.80	Taman Impian Jaya Ancol	1.80	9
4	5	Ogilvy	Marina Bay Sands	1.43		1.43	7
5	4	Grey Group	Generali, Gudang Garam Surya (Digital)	1.30	Revlon	1.14	2
6	6	Leo Burnett		1.00		1.00	1
7	7	Dentsu	Maybank, Unilever, Fuji Film	0.80		0.80	8
8	8	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
9	9	Y&R	Telkomsel, Yamaha Project	0.51		0.51	3
10-	10	Havas Worldwide	Honda CB 150 Versza	0.50	RB	0.44	1
10-	11	McCann WorldGroup	Suntory Project	0.44		0.44	5
12	12	VML	Farmer - Newsroom, Castrol MAGNATEC, Good Day Coffee	0.11		0.11	7
13	13	FCB		0.12	Unilever (Digital)	0.06	1
14	14	Isobar	Architecture Client	0.05		0.05	1
15-	15=	TBWA		0.00		0.00	0
15-	15=	McGarryBowen		0.00		0.00	0
15-	15=	Bates		0.00		0.00	0
15-	15=	M&C Saatchi		0.00		0.00	0
15-	15=	MullenLowe Group		0.00		0.00	0
20	20	DDB		0.00	Samsung Electronics visual display	-1.00	0
						9.8	65

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	Wavemaker	Tempo Scan Group, GoBear, Dominos Pizza, Pocky	5.5	Taisho Pharmaceutical	4.18	7
2	3	MediaCom	Dutch Mill Indonesia, Oona, adidas Buying, Hilton Global	3.3	Shopee	2.66	14
3	2	Havas Media	Godrej, Perfetti, UOB	2.1		2.08	4
4	4	Mindshare	Asian Games 2018	2.3	HSBC	1.00	7
5	5	PHD	HSBC, Menarini, PT Softex Indonesia, Nutragen	0.8		0.72	4
6	6	Vizeum	Taisho Pharmaceutical, Internet Provider, Mandiri Syariah	0.6		0.63	6
7	7	Initiative	Clothing Client	0.5		0.48	5
8	8	Universal McCann		0.4		0.35	2
9	10	OMD	Tobacco Client	0.3	Multi Bintang Indonesia Niagra	0.15	1
10	11	Fortune		0.0		0.00	0
11	9	Carat	Microsoft	0.5	adidas Global Buying	-0.10	3
12	12	Zenith		0.0	UOB	-0.13	0
13	13	dentsu X	FMCG client	0.3	Marriott	-0.23	4
14	14	Starcom	Multi Bintang Indonesia Niagra	0.2	Dominos Pizza	-1.70	1
						10.1	58

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.