

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 2017

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	2	J Walter Thompson	Frestea, vaseline Project, Benesse-Shimajiro Project	1.58		1.58	11
2	1	Havas Worldwide	Emirates Airlines, Indonesia Stock Exchange	1.30		1.30	4
3	3	Dentsu	FMCG Client	0.77		0.77	4
4	4	Fortune	Djarum Foundation, Indofood - LAY's (Digital&Social), Pondok Indah Hospital Project	0.69		0.69	5
5	5	TBWA	PT Bank Permata	0.54		0.54	2
6	6	Ogilvy	International Rhino Foundation, Qantas Airways	0.39		0.39	8
7	7	Leo Burnett	Neslte, Bank Indonesia Project	0.37		0.37	5
8	8	Publicis	IAG, PT Air Asia Indonesia Project, PT Nestle Indonesia Project	0.35		0.35	4
9	9	Y&R	Soho Global Health Project, Adira Autocillon Project, Google Project	0.25		0.25	6
10	10	Lion & Lion	FWD Life Digital	0.20		0.20	1
11	11	McGarryBowen	Fidelity International SEA	0.06		0.06	1
12	12	McCann WorldGroup	Starbucks Project	0.05		0.05	1
13	13	FCB	Dole Asia	0.05		0.05	1
14=	14=	Bates		0.00		0.00	0
14=	14=	BBDO		0.00		0.00	0
14=	14=	DDB		0.00		0.00	0
14=	14=	Grey Group		0.00		0.00	0
14=	14=	Isobar		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
14=	14=	MullenLowe Group		0.00		0.00	0
						6.6	53

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 2017

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	Mindshare	Shopee, Indofoods, Electrolux SEA, PT. Excelcomindo (XL), Blanja.com (ecommerce), M&S	6.1	Finance Client	5.75	14
2	4	Havas Media	Indofood, OLX, Indosat, Michelin, Ministry of Tourism Project	4.2		4.22	21
3	2	dentsu X	Food Client	3.1		3.08	16
4	3	MediaCom	Akzo Nobel Paints, PSA Group Global, Shopee, Uber, BMW	1.9		1.88	7
5	5	Initiative	Lego, ABC Kogen	0.9		0.88	4
6	6	Fortune	DufanTheme Park (Ancol)	0.4		0.37	1
7	7=	Starcom	Kraft Heinz, Telkomsel SEO Project	0.4		0.15	2
8	7=	PHD	RWS, HP(digital)	0.2	Unilever Communications Planning	0.15	3
9	9	Universal McCann	UNIFAM Project, Coach	0.1		0.14	3
10	10=	Carat	Real Estate Client	0.6	Lego	0.13	8
11	12	Vizeum	Tourism Client	0.0		0.01	1
12	13	Zenith		0.0		0.00	0
13	14	OMD	Datsun, Multi-Bintang, Uang Teman, HBO Project, Ariston	0.3	Kraft Heinz	-0.01	8
14	10=	Wavemaker	Blibli, Electrolux SEM	0.6	Perfetti van Melle	-0.13	4
						16.6	92

### 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.