



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 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	Mercedes-Benz	3.00		3.00	2
2	3=	J Walter Thompson	HSBC, Nestle Indofood Citarasa Indonesia, Sweety	1.22		1.22	7
3	2	Ogilvy	Marina Bay Sands	1.13		1.13	6
4	3=	Grey Group	Generali	0.30		0.30	1
5	3=	Y&R	Yamaha Project	0.15		0.15	1
6-	3=	Havas Worldwide		0.00		0.00	0
6-	3=	Dentsu		0.00		0.00	0
6-	3=	Fortune		0.00		0.00	0
6-	3=	TBWA		0.00		0.00	0
6-	3=	Leo Burnett		0.00		0.00	0
6-	3=	McGarryBowen		0.00		0.00	0
6-	3=	McCann WorldGroup		0.00		0.00	0
6-	3=	FCB		0.00		0.00	0
6-	3=	Bates		0.00		0.00	0
6-	3=	DDB		0.00		0.00	0
6-	3=	Isobar		0.00		0.00	0
6-	3=	M&C Saatchi		0.00		0.00	0
6-	3=	MullenLowe Group		0.00		0.00	0
6-	3=	Saatchi & Saatchi		0.00		0.00	0
20	3=	BBDO	Mercedes-Benz	0.00		-3.00	0
						2.8	17

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 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	5	Havas Media	Godrej, Perfetti, UOB	2.1		2.08	4
2	3	Mindshare	FMCG client	1.4		1.43	5
3	1	MediaCom	PT Hartono Istana Technology, PT Mayora Indah Tbk, LafargeHolcim	1.3	Shopee	0.83	7
4	4	PHD	Menarini, PT Softex Indonesia, Nutragen	0.5		0.50	3
5	6=	dentsu X	FMCG client	0.2		0.18	3
6-	6=	Initiative		0.0		0.00	0
6-	6=	Fortune		0.0		0.00	0
6-	6=	Universal McCann		0.0		0.00	0
6-	6=	Carat		0.0		0.00	0
6-	6=	Vizeum		0.0		0.00	0
11	6=	Zenith		0.0	UOB	-0.13	0
12	6=	OMD		0.0	Multi Bintang Indonesia Niagra	-0.15	0
13	2	Wavemaker	Dominos Pizza, Pocky	1.2	Campbell Soup	-0.33	2
14	14	Starcom	Multi Bintang Indonesia Niagra	0.2	Dominos Pizza	-0.61	1
						3.8	25

### 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.