



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 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	8	Publicis	Mercedes-Benz	2.40		2.40	1
2	6	Ogilvy	FMCG Client	0.08		0.08	1
3-	1	J Walter Thompson		0.00		0.00	0
3-	2	Havas Worldwide		0.00		0.00	0
3-	3	Dentsu		0.00		0.00	0
3-	4	Fortune		0.00		0.00	0
3-	5	TBWA		0.00		0.00	0
3-	7	Leo Burnett		0.00		0.00	0
3-	9	Y&R		0.00		0.00	0
3-	10	Lion & Lion		0.00		0.00	0
3-	11	McGarryBowen		0.00		0.00	0
3-	12	McCann WorldGroup		0.00		0.00	0
3-	13	FCB		0.00		0.00	0
3-	14=	Bates		0.00		0.00	0
3-	14=	DDB		0.00		0.00	0
3-	14=	Grey Group		0.00		0.00	0
3-	14=	Isobar		0.00		0.00	0
3-	14=	M&C Saatchi		0.00		0.00	0
3-	14=	MullenLowe Group		0.00		0.00	0
3-	14=	Saatchi & Saatchi		0.00		0.00	0
						0.1	2

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 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	4	MediaCom	PT Hartono Istana Technology, PT Mayora Indah Tbk, LafargeHolcim	1.3		1.33	7
2	14	Wavemaker	Dominos Pizza	0.7		0.40	1
3	1	Mindshare	FMCG client	0.3		0.25	1
4	8	PHD	Menarini	0.3		0.25	1
5	2	Havas Media		0.0		0.00	0
6	3	dentsu X		0.0		0.00	0
7	5	Initiative		0.0		0.00	0
8	6	Fortune		0.0		0.00	0
9	9	Universal McCann		0.0		0.00	0
10	10	Carat		0.0		0.00	0
11	11	Vizeum		0.0		0.00	0
12	12	Zenith		0.0		0.00	0
13	13	OMD		0.0	Multi Bintang Indonesia Niagra	-0.15	0
14	7	Starcom	Multi Bintang Indonesia Niagra	0.2	Dominos Pizza	-0.50	1
						1.6	11

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 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.