

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 2019

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	20	BBDO	Uniliver Sariwangi Project, NS BlueScope, Fonterra - Boneeto Digital Project	4.50		4.5	8
2	3	Leo Burnett	PT. MD Media (Indihome), Beverage client	1.14		1.1	2
3	12	M&C Saatchi	Tempo Scan Group	0.50		0.5	1
4	15=	TBWA	Greenfields	0.50		0.5	1
5	8	VMLY&R	Telkomsel, Reckitt Benckiser, Orang Tua	0.02		0.0	3
6	5	Ogilvy		0.00	Beverage client	-0.7	0
						6.0	15



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 2019

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	12	Mindshare	Wuling Motor Indonesia, UpField, United Overseas Bank (UOB)	4.7	IKEA Project	4.7	10
2	8	PHD	Bukalapak, Bukalapak, Singapore Airlines	2.0		2.0	7
3	1	Wavemaker	Telkomsel	1.0		1.0	2
4	2	OMD	Beiersdorf	0.2		0.2	1
						7.9	20

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.