

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	2.54		2.54	3
2	2	J Walter Thompson	British Americian Tobacco, Telkomtelstra	2.27		2.27	13
3	3	Fortune	Djarum Hikmah Puasa Project, Manohara Asri Project	1.80	Taman Impian Jaya Ancol	1.80	9
4	4	Grey Group	Generali, Gudang Garam Surya (Digital)	1.30	Revlon	1.14	2
5	5	Ogilvy	Marina Bay Sands	1.13		1.13	6
6	13=	Leo Burnett		1.00		1.00	1
7	6	Dentsu	Maybank, Unilever, Fuji Film	0.80		0.80	8
8	7	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
9	8	Y&R	Telkomsel, Yamaha Project	0.51		0.51	3
10	9	Havas Worldwide	Honda CB 150 Versza	0.50	RB	0.44	1
11	10	McCann WorldGroup	Suntory Project	0.44		0.44	5
12	11	VML	Farmer - Newsroom, Castrol MAGNATEC, Good Day Coffee	0.11		0.11	7
13	20	FCB		0.12	Unilever (Digital)	0.06	1
14	12	Isobar	Architecture Client	0.05		0.05	1
15-	13=	TBWA		0.00		0.00	0
15-	13=	McGarryBowen		0.00		0.00	0
15-	13=	Bates		0.00		0.00	0
15-	13=	M&C Saatchi		0.00		0.00	0
15-	13=	MullenLowe Group		0.00		0.00	0
20	13=	DDB		0.00	Samsung Electronics visual display	-1.00	0
						9.5	63

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	Dominos Pizza, Pocky, Wings Group Digital	3.7	Taisho Pharmaceutical	2.33	5
2	2	Havas Media	Godrej, Perfetti, UOB	2.1		2.08	4
3	3	MediaCom	adidas Buying, Hilton Global, PT Hartono Istana Technology, LafargeHolcim	2.4	Shopee	1.84	12
4	6	Mindshare	Asian Games 2018	2.3	HSBC	1.00	7
5	4	PHD	HSBC, Menarini, PT Softex Indonesia, Nutragen	0.8		0.72	4
6	5	Vizeum	Taisho Pharmaceutical, Internet Provider, Mandiri Syariah	0.6		0.63	6
7	9	Initiative	Clothing Client	0.5		0.48	5
8	10=	Universal McCann		0.4		0.35	2
9	7	Carat	Microsoft	0.5	adidas Global Buying	0.26	3
10	8	OMD	Tobacco Client	0.3	Multi Bintang Indonesia Niagra	0.15	1
11	10=	Fortune		0.0		0.00	0
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
						7.8	54

### 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.