



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	Fortune	Djarum Hikmah Puasa Project, Manohara Asri Project	1.80	Taman Impian Jaya Ancol	1.80	9
3	3	J Walter Thompson	HSBC, Nestle Indofood Citarasa Indonesia, Sweety, Nikon Digital	1.68		1.68	11
4	4	Ogilvy	Marina Bay Sands	1.13		1.13	6
5	5	Dentsu	Maybank, Unilever, Fuji Film	0.80		0.80	8
6	10=	Saatchi & Saatchi		0.60		0.60	1
7	6	Havas Worldwide	Honda CB 150 Versza	0.50		0.50	1
8	7	Y&R	Yamaha Project	0.45		0.45	2
9=	8	Grey Group	Generali	0.30		0.30	1
9=	10=	McCann WorldGroup	Suntory Project	0.30		0.30	1
11	9	VML	Farmer - Newsroom, Castrol MAGNATEC, Good Day Coffee	0.11		0.11	7
12	10=	Isobar		0.05		0.05	1
13=	10=	TBWA		0.00		0.00	0
13=	10=	Leo Burnett		0.00		0.00	0
13=	10=	McGarryBowen		0.00		0.00	0
13=	10=	Bates		0.00		0.00	0
13=	10=	DDB		0.00		0.00	0
13=	10=	M&C Saatchi		0.00		0.00	0
13=	10=	MullenLowe Group		0.00		0.00	0
20	20	FCB		0.00	Unilever (Digital)	-0.06	0
						7.8	53

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	PT Hartono Istana Technology, PT Mayora Indah Tbk, LafargeHolcim	1.3	Shopee	0.83	7
4	4	PHD	HSBC, Menarini, PT Softex Indonesia, Nutragen	0.8		0.72	4
5	5	Vizeum	Taisho Pharmaceutical, Internet Provider, Mandiri Syariah	0.6		0.63	6
6	6	Carat	Microsoft	0.5		0.51	3
7	7	Mindshare	FMCG client	1.4	HSBC	0.18	5
8	8=	Initiative	Clothing Client	0.0		0.03	1
9=	8=	Fortune		0.0		0.00	0
9=	8=	Universal McCann		0.0		0.00	0
11	11	Zenith		0.0	UOB	-0.13	0
12	12	OMD		0.0	Multi Bintang Indonesia Niagra	-0.15	0
13	13	dentsu X	FMCG client	0.2	Pocky	-0.32	3
14	14	Starcom	Multi Bintang Indonesia Niagra	0.2	Dominos Pizza	-1.36	1
						5.3	37

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.