

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 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	J Walter Thompson	Unilever - Citra Sheet Mask Project, Midea Washing Machine, Imoo Smart Watch Project, Dupont-Coteva	3.31		3.31	45
2	2	Publicis	Genting Cruise Lines Project, Mercedes-Benz	2.54		2.54	3
3	5	Leo Burnett	The Coca Cola Company, Samsung Electronics visual display	1.99		1.99	2
4	3	Fortune	Djarum Hikmah Puasa Project, Manohara Asri Project	1.80	Taman Impian Jaya Ancol	1.80	9
5	4	Ogilvy	Marina Bay Sands	1.43		1.43	7
6	7	Grey Group	OLX, Generali, Gudang Garam Surya (Digital)	1.80	Revlon	1.24	3
7	6	Dentsu	Maybank, Unilever, Fuji Film	0.80		0.80	8
8	8	VMLY&R	Farmer - Newsroom, Castrol MAGNATEC, Good Day Coffee, Telkomsel, Yamaha Project	0.62		0.62	10
9	9	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
10-	10=	Havas Worldwide	Honda CB 150 Versza	0.50	RB	0.44	1
10-	10=	McCann WorldGroup	Suntory Project	0.44		0.44	5
12	14=	M&C Saatchi	Tourism Australia	0.15		0.15	1
13	12	FCB		0.12	Unilever (Digital)	0.06	1
14	13	Isobar	Architecture Client	0.05		0.05	1
15-	14=	TBWA		0.00		0.00	0
15-	14=	Bates		0.00		0.00	0
15-	14=	MullenLowe Group		0.00		0.00	0
18	14=	McGarryBowen		0.00		-0.05	0
19	19	DDB		0.00	Samsung Electronics visual display	-1.00	0
20	20	BBDO	Ford, Fonterra Project, DJI Global	0.60	Tourism Australia	-2.55	2
						11.9	99

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 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	Traveloka, Dana Bank, Tempo Scan Group, GoBear	6.0	United Airlines	4.70	9
2	3	Havas Media	Puma, De Beers, Godrej, Perfetti, UOB	2.2		2.16	6
3	2	MediaCom	Dutch Mill Indonesia, Oona, adidas Buying, Hilton Global	3.3	Shopee	1.45	15
4	4	Zenith	Nestle, GSK	1.3	UOB	1.13	3
5	8	OMD	Daimler, Tobacco Client	1.2	Intel	0.90	5
6	6	Initiative	Clothing Client	0.9		0.86	7
7	5	Vizeum	Taisho Pharmaceutical, Internet Provider, Mandiri Syariah	0.6		0.63	6
8	7	PHD	HSBC, Menarini, PT Softex Indonesia, Nutragen	0.8	GlaxoSmithKline	0.47	4
9	9	Universal McCann		0.4		0.35	2
10	10	Fortune		0.0		0.00	0
11	11	Carat	Microsoft	0.5	adidas Global Buying	-0.10	3
12	13	Mindshare	BP, Tinder, Konimex, Asian Games 2018	3.0	Nestle	-0.19	10
13	14	Starcom	Telkomsel, Multi Bintang Indonesia Niagra	1.6	Telkomsel	-0.30	3
14	12	dentsu X	FMCG client	0.3		-0.40	6
						11.6	79

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.