

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 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	2	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, British American Tobacco, Telkomtelstra	2.75		2.75	23
2	1	Publicis	Genting Cruise Lines Project, Mercedes-Benz	2.54		2.54	3
3	3	Fortune	Djarum Hikmah Puasa Project, Manohara Asri Project	1.80	Taman Impian Jaya Ancol	1.80	9
4	4	Ogilvy	Marina Bay Sands	1.43		1.43	7
5	5	Leo Burnett	Samsung Electronics visual display	1.00		1.00	1
6	6	Dentsu	Maybank, Unilever, Fuji Film	0.80		0.80	8
7	7	Grey Group	Generali, Gudang Garam Surya (Digital)	1.30	Revlon	0.74	2
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	12	FCB		0.12	Unilever (Digital)	0.06	1
13	13	Isobar	Architecture Client	0.05		0.05	1
14=	14=	TBWA		0.00		0.00	0
14=	14=	Bates		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
14=	14=	MullenLowe Group		0.00		0.00	0
14=	14=	McGarryBowen		0.00		-0.05	0
19	19	DDB		0.00	Samsung Electronics visual display	-1.00	0
20	20	BBD0	Ford, Fonterra Project, DJI Global	0.60	Mercedes-Benz	-2.40	2
						9.8	74

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 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	Tempo Scan Group, GoBear, Dominos Pizza, Pocky	5.5	United Airlines	4.16	7
2	2	MediaCom	Dutch Mill Indonesia, Oona, adidas Buying, Hilton Global	3.3	Shopee	2.75	15
3	3	Havas Media	Puma, De Beers, Godrej, Perfetti, UOB	2.2		2.16	6
4	4	Zenith	Nestle, GSK	1.3	UOB	1.13	3
5	5	Vizeum	Taisho Pharmaceutical, Internet Provider, Mandiri Syariah	0.6		0.63	6
6	6	Initiative	Clothing Client	0.5		0.48	5
7	7	PHD	HSBC, Menarini, PT Softex Indonesia, Nutragen	0.8	GlaxoSmithKline	0.47	4
8	9=	OMD	Daimler, Tobacco Client	0.7	Intel	0.40	4
9	8	Universal McCann		0.4		0.35	2
10	9=	Fortune		0.0		0.00	0
11	11	Carat	Microsoft	0.5	adidas Global Buying	-0.10	3
12	12	dentsu X	FMCG client	0.3	Marriott	-0.21	6
13	13	Mindshare	Tinder, Konimex, Asian Games 2018	2.9	Nestle	-0.28	9
14	14	Starcom	Multi Bintang Indonesia Niagra	0.2	Dominos Pizza	-1.60	1
						10.3	71

### 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.