

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Sep 2017

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	Erajaya Project, Indosat Project, XL Axiata	1.03		1.03	5
2	2	Dentsu	FMCG Client	0.77		0.77	4
3	3	Fortune	Djarum Foundation, Indofood - LAY's (Digital&Social), Pondok Indah Hospital Project	0.69		0.69	5
4	4	Havas Worldwide	Emirates Airlines, Indonesia Stock Exchange	0.60		0.60	2
5	5	TBWA	PT Bank Permata	0.50		0.50	1
6	6	Ogilvy	International Rhino Foundation, Qantas Airways	0.39		0.39	8
7	7	Leo Burnett	Neslte, Bank Indonesia Project	0.29		0.29	4
8	8	Y&R	Adira Autocillon Project, Google Project, Blanja.com Project	0.21		0.21	5
9=	9=	Publicis	PT Air Asia Indonesia Project, PT Nestle Indonesia Project, PT Actavis Indonesia Project	0.20		0.20	3
9=	9=	Lion & Lion	FWD Life Digital	0.20		0.20	1
11	11	McGarryBowen	Fidelity International SEA	0.06		0.06	1
12	12	McCann WorldGroup	Starbucks Project	0.05		0.05	1
13=	13=	Bates		0.00		0.00	0
13=	13=	BBDO		0.00		0.00	0
13=	13=	DDB		0.00		0.00	0
13=	13=	FCB		0.00		0.00	0
13=	13=	Grey Group		0.00		0.00	0
13=	13=	Isobar		0.00		0.00	0
13=	13=	M&C Saatchi		0.00		0.00	0
13=	13=	MullenLowe Group		0.00		0.00	0
						5.0	40

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Sep 2017

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	Mindshare	Electrolux SEA, PT. Excelcomindo (XL), Blanja.com (ecommerce), M&S	4.0	Finance Client	3.71	11
2	2	dentsu X	Food Client	2.2		2.20	10
3	3	MediaCom	PSA Group Global, Shopee, Uber, BMW	1.9		1.85	6
4	4	Havas Media	Michelin, Ministry of Tourism Project, BACA Project, BTPN Project, CDR Project	1.0		0.95	13
5	5	Fortune	DufanTheme Park (Ancol)	0.4		0.37	1
6	6	PHD	RWS, HP(digital)	0.2		0.20	3
7	7	Starcom	Kraft Heinz	0.4		0.15	1
8	8	Universal McCann	UNIFAM Project, Coach	0.1		0.14	3
9	9	Initiative	ABC Kogen	0.1		0.08	1
10	10	Wavemaker	Blibli, Electrolux SEM	0.6	Michelin Global	0.07	4
11	11	Carat	Real Estate Client	0.4	RWS	0.02	4
12	12	Vizeum	Tourism Client	0.0		0.01	1
13	13	Zenith		0.0		0.00	0
14	14	OMD	Datsun, Multi-Bintang, Uang Teman, HBO Project, Ariston	0.3	Kraft Heinz	-0.01	8
						9.7	66

### 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.