

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 2019

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	BBDO	Unilever Sariwangi Project, NS BlueScope, Fonterra - Boneeto Digital Project	4.5		4.5	8
2	5	Dentsu	Financial services company	1.5		1.5	22
3	2	Leo Burnett	Citilink, Lazada, PT. MD Media (Indihome), Beverage client	1.4		1.4	6
4	3	M&C Saatchi	RedBus, Tempo Scan Group	1.1		1.1	3
5	4	Verve	Telkomsel	1.0		1.0	1
6	9	Isobar	Beverage Company	0.6		0.6	8
7	6	Ogilvy	Food Industry Company	0.8	Beverage Company	0.5	4
8	7=	TBWA	Greenfields	0.5		0.5	1
9	7=	Bouche	Changi Airport Group Social	0.5		0.5	1
10	10	DDB	PlayStation	0.3		0.3	2
11	11	Anomaly	Johnnie Walker	0.1		0.1	1
12=	13=	VMLY&R	Telkomsel, Reckitt Benckiser, Orang Tua	0.03		0.03	6
12=	13=	Accenture Interactive	Aria	0.03		0.03	1
12=	13=	Merkley+Partners	Performix	0.03		0.03	1
12=	13=	Online Circle	Barilla	0.03		0.03	1
16	25	MullenLowe Group		0.00		-0.08	0
17	17	McCann WorldGroup		0.00	Beverage Company	-0.23	0
						11.9	66



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 2019

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	Tourism New Zealand, Ikea, Line, Upfield, Wuling Motor Indonesia	3.3	IKEA Project	3.3	12
2	2	Wavemaker	Caffino, Telkomsel	2.8		2.3	4
3	3	OMD	Beiersdorf	1.8		1.8	2
4	6	MediaCom	PlayStation, Starbucks, Seva Movic	0.5		0.5	7
5	4	PHD	Bukalapak, Bukalapak, Singapore Airlines	0.8		0.4	3
6	5	Vizeum	E-commerce Website Company	0.2		0.2	1
7	11	Carat	HaloDoc	0.0		0.0	1
						8.1	45

### 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.