

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 2020

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	OMD	FMCG Client	2.1	Hasbro	2.0	3
2	10	PHD	Diageo	0.3		0.3	1
3	2	Initiative	Wulling	0.2		0.2	1
4	3	MediaCom	Hasbro, Sociolla	0.1		0.1	2
5	4	Mindshare		0.0		0.0	0
6	6	Zenith		0.0		0.0	0
7	8	Starcom		0.0		0.0	0
8	9	Vizeum		0.0		0.0	0
9	11	dentsu X		0.0		0.0	0
10	5	Wavemaker		0.0	Confidential	-0.1	0
11	12	Havas Media		0.0	Emirates Airlines	-0.2	0
12	7	Carat		0.0	Diageo	-0.3	0
						2.2	7

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.