



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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               | -               | Arcade             | Unilever Project   | 2.6                                  |               | 2.0                                      | 16         |
| 2               | 3               | Wunderman Thompson | Siloam, Danone Aqua  | 1.4                                  |               | 1.4                                      | 4          |
| 3               | 1               | VMLY&R             | Intel  | 0.5                                  |               | 0.5                                      | 1          |
| 4               | 2               | BBDO               | Asosiasi Kartu Kredit, Fonterra - Boneeto, Rexona Unilever | 0.4                                  |               | 0.4                                      | 3          |
| 5               | 6               | Dentsu             | IT Client  | 0.2                                  |               | 0.2                                      | 5          |
| 6               | 4               | Leo Burnett        | Ajinomoto Project  | 0.0                                  |               | 0.0                                      | 1          |
|                 |                 |                    |  |                                      |               |  |            |
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|                 |                 |                    |  |                                      |               | 4.6                                      | 30         |

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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               | 9               | dentsu X    | Food Client      | 1.3                                  |                   | 1.3                                      | 5           |
| 3               | 2               | PHD         | Diageo           | 0.3                                  |                   | 0.3                                      | 1           |
| 4               | 3               | Initiative  | Wulling          | 0.2                                  |                   | 0.2                                      | 1           |
| 5               | 4               | MediaCom    | Hasbro, Sociolla | 0.1                                  |                   | 0.1                                      | 2           |
| 6               | 5               | Mindshare   |                  | 0.0                                  |                   | 0.0                                      | 0           |
| 7               | 6               | Zenith      |                  | 0.0                                  |                   | 0.0                                      | 0           |
| 8               | 7               | Starcom     |                  | 0.0                                  |                   | 0.0                                      | 0           |
| 9               | 8               | Vizeum      |                  | 0.0                                  |                   | 0.0                                      | 0           |
| 10              | 11              | Havas Media |                  | 0.0                                  | Emirates Airlines | -0.2                                     | 0           |
| 11              | 12              | Carat       | Aquaproof        | 0.0                                  | Diageo            | -0.2                                     | 1           |
| 12              | 10              | Wavemaker   |                  | 0.0                                  | Confidential      | -0.5                                     | 0           |
|                 |                 |             |                  |                                      |                   | 3.1                                      | 13          |

### 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.