

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	2	Wunderman Thompson	Siloam, Danone Aqua	2.2		2.2	5
2	1	M&C Saatchi	Csurya Cipta Swadaya, XL Home, BP Castrol Digiital, Axis Project	1.7		1.7	5
3	3	VMLY&R	Scotch Brite Project, Mitsubishi Motors Indonesia, Sampoerna Hijau and Panamas Project	0.5		0.5	6
4	4	Happy Marketer	Pegipegi Digital	0.5		0.5	1
5	5	Dentsu	IT Client	0.2		0.2	5
6	6	Arcade	Unilever Project	0.1		0.1	4
7	7	Grey Group	FWD Insurance Project	0.0		0.0	1
8	8	Ogilvy	FMCG Client	0.0		0.0	1
9	9	Leo Burnett	Ajinomoto Project	0.0		0.0	1
					2020(Jan-May)	5.0	36
					2019(Jan-May)	10.7	52
					YoY Comparison:	-52.9%	-30.8%

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)		ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	OMD	FMCG Client	2.1	Hasbro	2.0	3
2	2	dentsu X	Food Client	1.3		1.3	5
3	3	Havas Media	Grab Indonesia	0.5	Emirates Airlines	0.4	1
4	4	PHD	Diageo	0.3		0.3	1
5	-	Arena Media	Godrej	0.3		0.3	1
6	5	Initiative	Wulling	0.2		0.2	1
7	6	MediaCom	Hasbro, Sociolla	0.1		0.1	2
8	7	Mindshare		0.0		0.0	0
9	8	Zenith		0.0		0.0	0
10	9	Starcom		0.0		0.0	0
11	10	Vizeum		0.0		0.0	0
12	11	Carat	Aquaproof	0.0	Diageo	-0.2	1
13	12	Wavemaker		0.0	Confidential	-0.5	0
					2020(Jan-May)	3.8	15
					2019(Jan-May)	8.4	27
					YoY Comparison:	-54.5%	-44.4%

2020 Creative & Media (Jan-May)	8.9	51
2019 Creative & Media (Jan-May)	19.1	79
YoY Comparison:	-53.6%	-35.4%

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 R0I.

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