

2020 MEDIA 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	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 ROI.