R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / June 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	Wunderman Thompson	Siloam, Danone Aqua	2.3		2.3	6
2	2	M&C Saatchi	Csurya Cipta Swadaya, XL Home, BP Castrol Digiital, Axis Project	1.7		1.7	5
3	3	VMLY&R	Mitsubishi Motors, Scotch Brite Project, Sampoerna Hijau and Panamas Project	0.6		0.6	11
4	4	Happy Marketer	Pegipegi Digital	0.5		0.5	1
5	5	Dentsu	IT Client	0.3		0.3	6
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
10	10	BBDO	Asosiasi Kartu Kredit, Fonterra - Boneeto, Rexona Unilever	0.6		-0.2	9
					2020(Jan-Jun)	5.2	45
					2019(Jan-Jun)	11.9	66
					YoY Comparison:	-55.9%	-31.8%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / June 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	Kao Corporation Project	1.8		1.8	9
3	13	Wavemaker	L'Oréal	2.0	Confidential	1.5	1
4	3	Havas Media	Grab Indonesia, Ruang Guru	0.8	Emirates Airlines	0.7	2
5	6	Initiative	Wulling, Ovaltine	0.3		0.3	2
6	4	PHD	Diageo	0.3		0.3	1
7	5	Arena Media	Godrej	0.3		0.3	1
8	7	MediaCom	Hasbro, Sociolla, Good Doctor, BroadPlus	0.2		0.2	5
9	12	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2

2020(Jan-Jun)	7.1	26
2019(Jan-Jun)	6.4	30
YoY Comparison:	11.0%	-13.3%

2020 Creative & Media (Jan-Jun)	12.3	71
2019 Creative & Media (Jan-Jun)	18.3	96
YoY Comparison:	-32.5%	-26.0%

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.