



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 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	3	Wavemaker	L'Oréal	2.0	Confidential	1.5	1
4	4	Havas Media	Grab Indonesia, Ruang Guru	0.8	Emirates Airlines	0.7	2
5	6	PHD	Diageo	0.3		0.3	1
6	7	Arena Media	Godrej	0.3		0.3	1
7	8	MediaCom	Hasbro, Sociolla, Good Doctor, BroadPlus	0.2		0.2	5
8	-	Publicis Media	RB (Reckitt Benckiser)	0.2		0.2	1
9	5	Initiative	Wulling, Ovaltine	0.3	RB	0.1	2
10	9	Zenith	Disney+	0.1		0.1	1
11	10	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2

2020(Jan-Aug) 7.2 28

2019(Jan-Aug) 8.4 52

YoY Comparison: -14.4% -46.2%

2020 Creative & Media (Jan-Aug) 16.6 97

2019 Creative & Media (Jan-Aug) 22.4 128

YoY Comparison: -26.2% -24.2%

### 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.