

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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 Digital, 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	8	Ogilvy	Nestlé Project	0.3		0.3	2	
6	5	Dentsu	IT Client	0.3		0.3	6	
7	6	Arcade	Unilever Project	0.1		0.1	4	
8	7	Grey Group	FWD Insurance Project	0.0		0.0	1	
9	9	Leo Burnett	Ajinomoto Project, Nestle Project	0.0		0.0	2	
10	10	BBDO	Asosiasi Kartu Kredit, Fonterra - Boneeto, Rexona Unilever	0.8		0.0	15	
						2020(Jan-Jul)	5.7	53
						2019(Jan-Jul)	11.9	66
						YoY Comparison:	-51.8%	-19.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / July 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	5	Initiative	Wulling, Ovaltine	0.3		0.3	2	
6	6	PHD	Diageo	0.3		0.3	1	
7	7	Arena Media	Godrej	0.3		0.3	1	
8	8	MediaCom	Hasbro, Sociolla, Good Doctor, BroadPlus	0.2		0.2	5	
9	11	Zenith	Disney+	0.1		0.1	1	
10	9	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2	
						2020(Jan-Jul)	7.2	27
						2019(Jan-Jul)	8.1	45
						YoY Comparison:	-11.3%	-40.0%
						2020 Creative & Media (Jan-Jul)	12.9	80
						2019 Creative & Media (Jan-Jul)	20.0	111
						YoY Comparison:	-35.4%	-27.9%

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.