



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Sep 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	dentsu X	Kao Corporation Project	2.8		2.8	16	
2	1	OMD	FMCG Client	2.1	Hasbro	2.0	3	
3	3	Wavemaker	L'Oréal	2.0	Confidential	1.5	1	
4	4	Havas Media	Bukopin Project, Xiaomi Project, Ringan	1.2	Emirates Airlines	1.1	5	
5	5	PHD	Diageo	0.5		0.5	2	
6	6	Arena Media	Godrej	0.3		0.3	1	
7	7	MediaCom	Uber, Hasbro, Sociolla, Good Doctor, BroadPlus	0.3		0.2	6	
8	8	Publicis Media	RB (Reckitt Benckiser)	0.2		0.2	1	
9	10	Zenith	Disney+	0.1		0.1	1	
10	9	Initiative	Wulling, Ovaltine	0.3	RB	0.0	2	
11	11	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2	
						2020(Jan-Aug)	8.6	40
						2019(Jan-Aug)	8.6	56
						YoY Comparison:	0.1%	-28.6%
						2020 Creative & Media (Jan-Aug)	19.6	117
						2019 Creative & Media (Jan-Aug)	24.1	154
						YoY Comparison:	-18.9%	-24.0%

### 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](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.