

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 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	Perfetti van Melle, Nestle Indonesia, Unilever Project	4.5		4.5	10	
2	2	M&C Saatchi	Indonesia Tourism Global, Csurya Cipta Swadaya, XL Home	3.7		3.7	6	
3	3	VMLY&R	Mulia Ceramic Project, Asia Pulp & Paper-Paseo Project, Krakakoa Project	0.8		0.8	17	
4	4	Ogilvy	Nestlé Project	0.7		0.7	5	
5	5	Happy Marketer	Pegipegi Digital	0.5		0.5	1	
6	8	BBDO	Asosiasi Kartu Kredit, Fonterra - Boneeto, Rexona Unilever	1.3	XL Home	0.5	28	
7	6	Isobar	PT Pertamina (Persero)	0.5		0.5	2	
8	7	Dentsu	PT Bank Negara Project	0.4		0.4	8	
9	11	Publicis	Nestle Project, Visa Production, AXA Project	0.3		0.3	3	
10	9	Grey Group	FWD Insurance Project	0.2		0.2	3	
11	10	Arcade	Calbe Wings - Guribee Project, PT Calbee Wings - Umabee Project , Philip Morris Indonesia Project	0.1	XL Axiata Project	0.0	7	
12	12	Digitas	Nestle Project,	0.00		-0.02	1	
13	13	Leo Burnett	Nestle Project, Philip Moris Project, Sanofi Project, Ajinomoto Project, Nestle Project	0.02	Philip Moris Indonesia - Magnum Project	-0.06	6	
						2020(Jan-Nov)	12.1	97
						2019(Jan-Nov)	19.1	106
						YoY Comparison:	-36.5%	-8.5%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 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	dentsu X	Kao Corporation Project	2.8		2.8	16	
2	2	OMD	Bank Jago, weTV Project	2.1	Hasbro	2.1	5	
3	3	Wavemaker	L'Oréal, Arnott's, Philips	2.2	Confidential	1.6	3	
4	4	Havas Media	Bukopin Project, Xiaomi Project, Ringan	1.2	Emirates Airlines	1.2	5	
5	5	MediaCom	Smartfren Digital, Pizza Hut, Viu Media	1.0		1.0	11	
6	11	Mindshare	Zespri kiwi fruit	0.8		0.8	3	
7	6	PHD	Diageo	0.5		0.4	2	
8	7	Arena Media	Godrej	0.3		0.3	1	
9	8	Zenith	Disney+	0.2		0.2	2	
10	9	Publicis Groupe	RB (Reckitt Benckiser)	0.2		0.2	1	
11	10	Initiative	Wulling, Ovaltine	0.3	RB	0.1	2	
12	12	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2	
13	13	Starcom		0.0		-0.1	0	
						2020(Jan-Nov)	10.7	53
						2019(Jan-Nov)	10.2	62
						YoY Comparison:	4.4%	-14.5%
						2020 Creative & Media (Jan-Nov)	22.8	150
						2019 Creative & Media (Jan-Nov)	29.3	168
						YoY Comparison:	-22.2%	-10.7%

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.