

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	4	Ogilvy	Yum! Pizza Hut, Nestlé Project	1.5		1.5	6	
4	3	VMLY&R	P&G - Downy Project, Mulia Ceramic Project, Asia Pulp & Paper-Paseo Project, Krakakoa Project	0.8		0.8	18	
5	6	BBDO	Asosiasi Kartu Kredit, Fonterra - Boneeto, Rexona Unilever	1.5	XL Home	0.7	32	
6	8	Dentsu	PT Bank Negara Project	0.7		0.7	11	
7	5	Happy Marketer	Pegipegi Digital	0.5		0.5	1	
8	7	Isobar	PT Pertamina (Persero)	0.5		0.5	2	
9	9	Publicis	Nestle Project, Visa Production, AXA Project	0.3		0.3	3	
10	10	Grey Group	FWD Insurance Project	0.2		0.2	3	
11	11	Arcade	Unilever Project, Calbe Wings - Guribee Project, PT Calbee Wings - Umabee Project, Philip Morris Indonesia Project	0.1	XL Axiata Project	0.0	8	
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	7	
						2020(Jan-Dec)	13.4	108
						2019(Jan-Dec)	19.7	115
						YoY Comparison:	-31.8%	-6.1%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	11	Initiative	Reckitt Benckiser, HM Sampoerna - Phillip Morris, Wulling, Ovaltine	4.8	RB	4.8	4
2	1	dentsu X	Ajinomoto Do Project, Toyota-Astra Motor, YAMAHA, Kao Corporation Project	4.4		4.4	25
3	5	MediaCom	Fanta, Sprite, Frestea, Nutriboost Digital Media, Smartfren Digital, Pizza Hut, Viu Media	2.1		2.1	12
4	2	OMD	Bank Jago, weTV Project	2.1	Hasbro	2.1	5
5	3	Wavemaker	L'Oréal, Arnott's, Philips	2.2	Confidential	1.6	3
6	13	Starcom	Coke	1.5		1.5	1
7	4	Havas Media	Bukopin Project, Xiaomi Project, Ringan	1.2	Emirates Airlines	1.2	5
8	6	Mindshare	Zespri kiwi fruit	0.8		0.8	3
9	7	PHD	Diageo	0.5		0.4	2
10	8	Arena Media	Godrej	0.3		0.3	1
11	9	Zenith	Disney+	0.2		0.2	2
12	10	Publicis Groupe	RB (Reckitt Benckiser)	0.2		0.2	1
13	12	Carat	Aquaproof, OLX Auto Project	0.3	Diageo	0.0	2

2020(Jan-Dec)	19.5	66
2019(Jan-Dec)	10.3	63
YoY Comparison:	88.6%	4.8%

2020 Creative & Media (Jan-Dec)	32.9	174
2019 Creative & Media (Jan-Dec)	30.0	178
YoY Comparison:	9.6%	-2.2%

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 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.