

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 2021

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	VMLY&R	Bank Syariah Indonesia Project, Mitsubishi Motors Indonesia Project , P&G - Pantene Project	1.3		1.3	6
2	-	FCB	Hawaya Project	1.5		0.2	13
3	2	Leo Burnett	Multibintang, Sunlife Project, Heinz	0.0		0.0	3
4	7	BBDO	Energy Client	0.0		0.0	1
5	11	Publicis	Nestle Project	0.0		0.0	1
6	3	Arcade	Huawei Mobile I Social Project	0.0		0.0	1
					2021 (Jan-Feb):	1.6	25
					2021 (Jan-Feb):	1.6	25

2021 (Jan-Feb): 1.6 25
2020 (Jan-Feb): 0.9 5
YoY Comparison: - -

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 2021 =

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	Havas Media	Indofoods, Lionsgate Project - Content & Paid Social	1.0		1.0	2
2	1	Mindshare	Starmaker, IKEA, SOHO	0.5		0.5	3
3	7	Wavemaker	Djarum	0.0		0.0	1
					2021 (Jan-Feb):	0.5	6
					2020 (Jan-Feb):		7
					YoY Comparison:	-77.6%	-14.3%
					2024 Quanting & Madia (/la		
					2021 Creative & Media ((Jan- Feb)) 2020 Creative & Media ((Jan-	2.1	31
					Feb)) YoY Comparison:		12 158.3%
					tot comparison:	-32.4%	155.3%

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 R0I.