



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):	2.2	7
					YoY Comparison:	-77.6%	-14.3%
					2021 Creative & Media ((Jan-Feb))	2.1	31
					2020 Creative & Media ((Jan-Feb))	3.1	12
					YoY Comparison:	-32.4%	158.3%

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 ROI.