

# **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

## Indonesia / Jan 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	4	VMLY&R	Bank Syariah Indonesia Project, Mitsubishi Motors Indonesia Project , P&G - Pantene Project	1.3		1.3	4
2	13	Leo Burnett	Multibintang, Sunlife Project, Heinz	0.0		0.0	3
3	11	Arcade	Huawei Mobile I Social Project	0.0		0.0	1
					2021 Jan:	1.3	8

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2021 Jan:	1.3	8
2020 Jan:	0.0	0
YoY Comparison:	-	-



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

### Indonesia / Jan 2021 =

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	8	Mindshare	Starmaker	0.1		0.1	1
2	7	Havas Media	Lionsgate Project - Content & Paid Social	0.1		0.1	1

2021 Jan:	0.2	2
2020 Jan:	0.6	3
YoY Comparison:	-56.9%	-33.3%

2021 Creative & Media (Jan)	1.6	10
2020 Creative & Media (Jan)	0.6	3
YoY Comparison:	175.7%	233.3%

#### 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.