

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	P&G - Downey, Matahari Project	1.4		1.4	8
2	10	Dentsu	Global Digital Niaga	0.2		0.2	2
3	9	Ogilvy	Indika Energy Project, Asian Paints Project	0.1		0.1	2
4	2	FCB	Hawaya Project	0.1		0.1	1
5	3	Leo Burnett	Multibintang, Sunlife Project, Heinz	0.0		0.0	3
6	4	BBDO	Energy Client	0.0		0.0	1
7	5	Publicis	Nestle Project	0.0		0.0	1
8	6	Arcade	Huawei Mobile I Social Project	0.0		0.0	1

2021 (Jan-Mar):	1.9	19
2020 (Jan-Mar):	4.6	30
YoY Comparison:	-59.2%	-36.7%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	6	OMD	Bank Jago, ABC President	2.2		2.2	4
2	1	Havas Media	Indofoods, Lionsgate Project - Content & Paid Social	1.0		1.0	2
3	-	iProspect	Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.8		0.8	3
4	4	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	0.6		0.6	3
5	11	Carat	SRC Indonesia Sembilan	0.5		0.5	1
6	2	Mindshare	Starmaker, IKEA, SOHO	0.5		0.5	4

2021 (Jan-Mar):	4.4	19
2020 (Jan-Mar):	3.1	13
YoY Comparison:	41.8%	46.2%

2021 Creative & Media ((Jan-Mar))	6.3	38
2020 Creative & Media ((Jan-Mar))	7.7	43
YoY Comparison:	-18.5%	-11.6%

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.