R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Apr 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	Prudential Project, Carsome Project, P&G - SKII Project	1.5		1.5	11
2	10	M&C Saatchi	Permata Bank, Indofood JV Project, Garnier Project	0.3		0.3	4
3	2	Dentsu	Global Digital Niaga	0.2		0.2	2
4	3	Ogilvy	Indika Energy Project, Asian Paints Project	0.1		0.1	2
5	5	Leo Burnett	Visa Project, Merck Project, Heinz Project	0.1		0.1	6
6	4	FCB	Hawaya Project	0.1		0.1	1
7	6	BBDO	Energy Client	0.0		0.0	1
8	7	Publicis	Nestle Project	0.0		0.0	1
9	8	Arcade	Huawei Mobile I Social Project	0.0		0.0	1
					2021 (Jan-Apr):	2.3	29
					2020 (Jan-Apr):	3.9	25
					YoY Comparison:	-42.6%	16.0%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Apr 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	OMD	Bank Jago, ABC President	2.2		2.2	4
2	2	Havas Media	Indofoods, Lionsgate Project - Content & Paid Social	1.0		1.0	2
3	4	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	0.6		0.6	3
4	5	Carat	SRC Indonesia Sembilan	0.5		0.5	1
5	6	Mindshare	Starmaker, IKEA, SOHO	0.5		0.5	4
6	3	iProspect	Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.8	Taisho	0.4	3
7	11	Initiative	Taisho	0.4	SOHO	0.3	1
8	9	PHD	IKEA, Twitter Project	0.2		0.2	2

2021 (Jan-Apr):	4.6	22
2020 (Jan-Apr):	3.6	14
YoY Comparison:	28.0%	57.1%

2021 Creative & Media ((Jan-Apr))	6.9	51
2020 Creative & Media ((Jan-Apr))	7.5	39
YoY Comparison:	-8.9%	30.8%

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.