

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	M&C Saatchi	Permata Bank, Indofood JV Project, Garnier Project, MOKA Project	2.3		2.3	5
2	1	VMLY&R	Prudential Project, Carsome Project, P&G - SKII Project	1.5		1.5	11
3	10	Wunderman Thompson	FMCG Client	0.3		0.3	1
4	3	Dentsu	Global Digital Niaga	0.2		0.2	2
5	4	Ogilvy	Indika Energy Project, Asian Paints Project	0.1		0.1	2
6	7	BBDO	Energy Client	0.1		0.1	3
7	5	Leo Burnett	Visa Project, Merck Project, Heinz Project	0.1		0.1	6
8	6	FCB	Hawaya Project	0.1		0.1	1
9	8	Publicis	Nestle Project	0.0		0.0	1
10	9	Arcade	Huawei Mobile I Social Project	0.0		0.0	2
						2021 (Jan-May):	4.7 34
						2020 (Jan-May):	5.0 36
						YoY Comparison:	-6.8% -5.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	Link Aja, Wuling Motors, Indofoods, Lionsgate Project - Content & Paid Social	1.5		1.5	4
3	3	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	0.6		0.6	3
4	4	Carat	SRC Indonesia Sembilan	0.5		0.5	1
5	5	Mindshare	Starmaker, IKEA, SOHO	0.5		0.5	4
7	7	Initiative	Taisho	0.4	SOHO	0.3	1
8	8	PHD	IKEA, Twitter Project, Herborist Project	0.2		0.2	3
6	6	iProspect	Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.8	Taisho	0.2	3

2021 (Jan-May):	4.7	25
2020 (Jan-May):	3.8	15
YoY Comparison:	21.1%	66.7%

2021 Creative & Media ((Jan-May))	9.3	59
2020 Creative & Media ((Jan-May))	8.9	51
YoY Comparison:	5.3%	15.7%

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.