



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jun 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	M&C Saatchi	Permata Bank, Indofood JV Project, Garnier Project, MOKA Project	2.3		2.3	5
2	2	VMLY&R	Paseo-baby tissue Project , Prudential Project, Carsome Project	1.6		1.6	12
3	12	Isobar	Diageo Singapore Pte Ltd. Contract	0.3		0.3	3
4	3	Wunderman Thompson	FMCG Client	0.3		0.3	1
5	4	Dentsu	Global Digital Niaga	0.2		0.2	2
6	5	Ogilvy	Indika Energy Project, Asian Paints Project	0.1		0.1	2
7	6	BBDO	Energy Client	0.1		0.1	3
8	7	Leo Burnett	Visa Project, Merck Project, Heinz Project	0.1		0.1	6
9	8	FCB	Hawaya Project	0.1		0.1	1
10	9	Publicis	Nestle Project	0.0		0.0	1
11	10	Arcade	Huawei Mobile I Social Project	0.0		0.0	2

2021 (Jan-Jun):	5.1	38
2020 (Jan-Jun):	5.2	45
YoY Comparison:	-3.1%	-15.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jun 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	5	Mindshare	Halodoc, Lalamove, The Body Shop, Starmaker, IKEA, SOHO	0.7		0.7	10
4	3	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	0.6		0.6	3
5	4	Carat	SRC Indonesia Sembilan	0.5		0.5	1
6	-	Spark Foundry	FMCG Client	0.4		0.4	1
7	6	iProspect	Bank Amar, Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.8	Taisho	0.4	5
8	8	PHD	WeTV, Mandom (Purcelle) Project, IKEA, Twitter Project, Herborist Project	0.4		0.4	5
9	7	Initiative	Taisho	0.4	SOHO	0.3	1

2021 (Jan-Jun): 5.6 36

2020 (Jan-Jun): 7.1 26

YoY Comparison: -21.1% 38.5%

2021 Creative & Media ((Jan-Jun)) 10.7 74

2020 Creative & Media ((Jan-Jun)) 12.3 71

YoY Comparison: -13.5% 4.2%

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.