

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jul 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 Group | XL Aviata, Truecaller, Permata Bank, Indofood JV Project | 5.4 | | 5.4 | 11 |
| 2 | 2 | VMLY&R | Paseo-baby tissue Project , Prudential Project, Carsome Project | 1.6 | | 1.6 | 12 |
| 3 | 3 | Isobar | Diageo Singapore Pte Ltd. Contract | 0.3 | | 0.3 | 3 |
| 4 | 4 | Wunderman Thompson | FMCG Client | 0.3 | | 0.3 | 1 |
| 5 | 5 | Dentsu | Global Digital Niaga | 0.2 | | 0.2 | 2 |
| 6 | 7 | BBD0 | Mayora Project | 0.2 | | 0.2 | 4 |
| 7 | 6 | Ogilvy | Indika Energy Project, Asian Paints Project | 0.1 | | 0.1 | 2 |
| 8 | 11 | Arcade | Huawei Mobile I Social Project | 0.1 | | 0.1 | 3 |
| 9 | 8 | Leo Burnett | Visa Project, Merck Project, Heinz Project | 0.1 | | 0.1 | 6 |
| 10 | 9 | FCB | Hawaya Project | 0.1 | | 0.1 | 1 |
| 11 | 10 | Publicis | Nestle Project | 0.0 | | 0.0 | 1 |
| | | | | | | 2021 (Jan-Jul): | 8.3 46 |
| | | | | | | 2020 (Jan-Jul): | 5.7 53 |
| | | | | | | YoY Comparison: | 45.2% -13.2% |

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jul 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 | Telkomsel, Bank Jago, ABC President | 3.2 | | 3.2 | 5 |
| 2 | 2 | Havas Media | Link Aja, Wuling Motors, Indofoods, Lionsgate Project - Content & Paid Social | 1.5 | | 1.5 | 4 |
| 3 | 8 | PHD | WeTV, Mandom (Purcelle) Project, IKEA, Twitter Project, Herborist Project | 0.8 | | 0.8 | 6 |
| 4 | 3 | Mindshare | Halodoc, Lalamove, The Body Shop, Starmaker, IKEA, SOHO | 0.7 | | 0.7 | 10 |
| 5 | 4 | dentsu X | Japan Tobacco International Indonesia, Suzuki Indomobile Motor | 0.6 | | 0.6 | 3 |
| 6 | 5 | Carat | SRC Indonesia Sembilan | 0.5 | | 0.5 | 1 |
| 7 | 6 | Spark Foundry | FMCG Client | 0.4 | | 0.4 | 1 |
| 8 | 7 | iProspect | Bank Amar, Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia | 0.8 | Taisho | 0.4 | 5 |
| 9 | 9 | Initiative | Taisho, PT Sinarmas Agro | 0.4 | SOHO | 0.3 | 2 |
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|-----------------|-------|-------|
| 2021 (Jan-Jul): | 7.1 | 40 |
| 2020 (Jan-Jul): | 7.2 | 27 |
| YoY Comparison: | -1.9% | 48.1% |

| | | |
|-----------------------------------|-------|------|
| 2021 Creative & Media ((Jan-Jul)) | 15.4 | 86 |
| 2020 Creative & Media ((Jan-Jul)) | 12.9 | 80 |
| YoY Comparison: | 19.0% | 7.5% |

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.