

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 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	Alodokter, Bibit Project, Alibaba Cloud Project	5.6		5.6	14	
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	7	Ogilvy	Kuaishou Technology, Indika Energy Project, Asian Paints Project	0.3		0.3	5	
6	5	Dentsu	Global Digital Niaga	0.2		0.2	2	
7	6	BBDO	Mayora Project	0.2		0.2	4	
8	8	Arcade	Huawei Mobile I Social Project	0.1		0.1	3	
9	9	Leo Burnett	Visa Project, Merck Project, Heinz Project	0.1		0.1	6	
10	10	FCB	Hawaya Project	0.1		0.1	1	
11	11	Publicis	Nestle Project	0.0		0.0	1	
						2021 (Jan-Aug):	8.7	52
						2020 (Jan-Aug):	9.4	69
						YoY Comparison:	-6.8%	-24.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 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	4	Mindshare	Unilever, Halodoc, Lalamove, The Body Shop, Starmaker, IKEA, SOHO	5.2		5.2	11
2	1	OMD	Telkomsel, Bank Jago, ABC President	3.2		3.2	5
3	2	Havas Media	Bank Syariah, Link Aja, Wuling Motors, Indofoods, Lionsgate Project - Content & Paid Social	1.6		1.6	5
4	3	PHD	WeTV, Mandom (Purcelle) Project, IKEA, Twitter Project, Herborist Project	0.8		0.8	6
5	5	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	0.6		0.6	3
6	6	Carat	SRC Indonesia Sembilan	0.5		0.5	1
7	7	Spark Foundry	FMCG Client	0.4		0.4	1
8	8	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
10	10	MediaCom		0.0		0.0	1

2021 (Jan-Aug):	11.7	42
2020 (Jan-Aug):	7.2	28
YoY Comparison:	62.0%	50.0%

2021 Creative & Media ((Jan-Aug))	20.4	94
2020 Creative & Media ((Jan-Aug))	16.6	97
YoY Comparison:	23.1%	-3.1%

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.