

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Sep 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	4	Wunderman Thompson	FMCG Client	0.9		0.9	2	
4	3	Isobar	Diageo Singapore Pte Ltd. Contract	0.5		0.5	6	
5	5	Ogilvy	Kuaishou Technology, Indika Energy Project, Asian Paints Project	0.3		0.3	6	
6	6	Dentsu	Global Digital Niaga	0.2		0.2	2	
7	7	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-Sep):	9.4	57
						2020 (Jan-Sep):	11.0	77
						YoY Comparison:	-13.9%	-26.0%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Sep 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	Mindshare	Tanihub, Ferrero, Madurasa	15.1		15.1	15
2	5	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	4.7		4.7	7
3	2	OMD	Telkomsel, Bank Jago, ABC President	3.2		3.2	5
4	3	Havas Media	Bank Syariah, Link Aja, Wuling Motors, Indofoods, Lionsgate Project - Content & Paid Social Zurich Insurance Project, WeTV, Mandom (Purcelle) Project, IKEA, Twitter Project	1.6		1.6	5
5	4	PHD		0.8		0.8	7
6	6	Carat	SRC Indonesia Sembilan	0.5		0.5	2
7	8	iProspect	Bank Amar, Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.8	Taisho	0.5	12
8	9	Initiative	Ajaib, Taisho, PT Sinarmas Agro	0.5	SOHO	0.4	3
9	7	Spark Foundry	FMCG Client	0.4		0.4	1
10	10	MediaCom		0.3		0.3	3

2021 (Jan-Sep):	26.2	62
2020 (Jan-Sep):	8.6	40
YoY Comparison:	204.6%	55.0%

2021 Creative & Media ((Jan-Sep))	35.6	119
2020 Creative & Media ((Jan-Sep))	19.6	117
YoY Comparison:	82.1%	1.7%

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.