

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 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               | Wunderman Thompson | FMCG Client                                                      | 0.9                                  |               | 0.9                                     | 2             |
| 4               | 4               | 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               | BBD0               | 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-Oct):                         | 9.4 57        |
|                 |                 |                    |                                                                  |                                      |               | 2020 (Jan-Oct):                         | 11.0 77       |
|                 |                 |                    |                                                                  |                                      |               | YoY Comparison:                         | -13.9% -26.0% |

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Oct 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, Maduras                                                                   | 15.1                                 |               | 15.1                                    | 15         |
| 2               | 2               | dentsu X      | Japan Tobacco International Indonesia, Suzuki Indomobile Motor                              | 4.7                                  |               | 4.6                                     | 7          |
| 3               | 3               | OMD           | Telkomsel, Bank Jago, ABC President                                                         | 3.2                                  |               | 3.2                                     | 5          |
| 4               | 4               | Havas Media   | Bank Syariah, Link Aja, Wuling Motors, Indofoods, Lionsgate Project - Content & Paid Social | 1.6                                  |               | 1.6                                     | 5          |
| 5               | 5               | PHD           | Chanel, Zurich Insurance Project, WeTV, Mandom (Purcelle) Project                           | 1.2                                  |               | 1.2                                     | 10         |
| 6               | 8               | Initiative    | Reckitt (Offline Media), Ajaib Sekuritas Asia (AJAIB)                                       | 1.1                                  | SOHO          | 0.9                                     | 5          |
| 7               | 6               | Carat         | SRC Indonesia Sembilan                                                                      | 0.5                                  |               | 0.5                                     | 2          |
| 8               | 7               | iProspect     | Bank Amar, Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia               | 0.8                                  | Taisho        | 0.5                                     | 12         |
| 9               | 9               | Spark Foundry | FMCG Client                                                                                 | 0.4                                  |               | 0.4                                     | 1          |
| 10              | 10              | MediaCom      |                                                                                             | 0.3                                  |               | 0.3                                     | 3          |

|                 |        |       |
|-----------------|--------|-------|
| 2021 (Jan-Oct): | 27.2   | 71    |
| 2020 (Jan-Oct): | 8.6    | 40    |
| YoY Comparison: | 216.7% | 77.5% |

|                                   |       |      |
|-----------------------------------|-------|------|
| 2021 Creative & Media ((Jan-Oct)) | 36.7  | 128  |
| 2020 Creative & Media ((Jan-Oct)) | 19.6  | 117  |
| YoY Comparison:                   | 87.4% | 9.4% |

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.