

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 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		1.5	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	Seek Asia, Zippo, Kuaishou Technology, Indika Energy Project, Asian Paints Project	0.5		0.5	9	
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-Nov):	9.5	60
						2020 (Jan-Nov):	12.1	97
						YoY Comparison:	-21.8%	-38.1%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Nov 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	Mobile Premier League, Ferrero, Tanihub, Ferrero, Madurasa	20.8		20.8	23
2	2	dentsu X	Japan Tobacco International Indonesia, Suzuki Indomobile Motor	4.7		4.6	7
3	3	OMD	Beiersdorf, Telkomsel, Bank Jago, ABC President	3.4		2.7	6
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	6	Initiative	Reckitt (Offline Media), Ajaib Sekuritas Asia (AJAIB)	1.1	SOHO	0.9	5
7	10	MediaCom	The Coca-Cola Company	0.6		0.6	4
8	7	Carat	SRC Indonesia Sembilan	0.5		0.5	2
9	8	iProspect	Bank Amar, Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.8	Taisho	0.5	12
10	9	Spark Foundry	FMCG Client	0.4		0.4	1
11	12	Zenith		0.0		0.0	0
12	13	Wavemaker	Djarum (Super Music, MLD & Foundation), Google Project	0.4	Link Aja(Offline)	-0.2	6

2021 (Jan-Nov):	29.4	81
2020 (Jan-Nov):	10.7	53
YoY Comparison:	176.0%	52.8%

2021 Creative & Media ((Jan-Nov))	38.9	141
2020 Creative & Media ((Jan-Nov))	22.8	150
YoY Comparison:	70.7%	-6.0%

### 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.