

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Dec 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	4.9		4.8	8
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	7	MediaCom	The Coca-Cola Company	0.6		0.6	4
8	8	Carat	SRC Indonesia Sembilan, P.T. Heinz ABC Indonesia Project	0.5		0.5	3
9	9	iProspect	Bank Amar, Paragon Technology and Innovation, Taisho Pharmaceutical Indonesia	0.9	Taisho	0.5	13
10	10	Spark Foundry	FMCG Client	0.5		0.5	2
11	11	Wavemaker	Djarum (Super Music, MLD & Foundation), Google Project	0.4	Link Aja(Offline)	-0.2	6
12	12	Arena Media		0.0	Indofoods	-0.9	0
13	13	Starcom		0.0		-3.3	0

2021 (Jan-Dec):	29.8	85
2020 (Jan-Dec):	19.5	66
YoY Comparison:	52.9%	28.8%

2021 Creative & Media ((Jan-Dec))	42.2	149
2020 Creative & Media ((Jan-Dec))	32.9	174
YoY Comparison:	28.1%	-14.4%

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 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.