

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 2022

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	TikTok Project, Lancar by Danamas Project, Stockbit Project	0.9		0.9	3
2022 Jan:						0.9	3
2021 Jan:						1.3	8
YoY Comparison:						-30.1%	-62.5%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jan 2022

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	5	PHD	Paragon Digital, Pizza Hut Digital, Kredivo	1.1		1.1	4
2	1	Mindshare	PT. PARAGON TECHNOLOGY AND INNOVATION (Non-digital), Make up forever	1.0		0.8	2
3	3	OMD	Danamon	0.3		0.3	1
4	11	Wavemaker	FMCG Client	0.3		0.3	1

2022 Jan:	2.2	8
2021 Jan:	0.2	2
YoY Comparison:	762.9%	300.0%

2022 Creative & Media ((Jan)	3.1	11
2021 Creative & Media ((Jan)	1.6	10
YoY Comparison:	94.0%	10.0%

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 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.