

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 2022

[illegible]

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Feb 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	PHD	Paragon Digital, Pizza Hut Digital, Kredivo	1.1		1.1	4
2	2	Mindshare	PT. PARAGON TECHNOLOGY AND INNOVATION (Non-digital), Make up forever	1.0		0.8	2
3	4	Wavemaker	L'Oreal	0.8		0.8	2
4	3	OMD	Danamon	0.3		0.3	1
5	13	MediaCom	HEBE Digital	0.2	Pizza Hut	-0.0	1

2022 Jan-Feb: 2.9 11

2021 Jan-Feb: 0.5 6

YoY Comparison: 487.0% 83.3%

2022 Creative & Media ((Jan-Feb) 4.1 17

2021 Creative & Media ((Jan-Feb) 2.1 31

YoY Comparison: 97.3% -45.2%

### 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.