

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Mar 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	Mall Matahari, Paragon Digital, Pizza Hut Digital, Kredivo	1.4		1.4	5
2	2	Mindshare	PT. PARAGON TECHNOLOGY AND INNOVATION (Non-digital), Make up forever	1.0		0.8	2
3	3	Wavemaker	L'Oreal	0.8		0.8	2
4	6	Havas Media	Godrej	0.5		0.5	1
5	9	iProspect	PT Mahakarya Sukses Indonesia, Pt Mero Sekawan Jaya	0.4		0.4	10
6		Dentsu X	PT Ajinomoto Indonesia, Upfield Blue Band Indonesia	0.3		0.3	8
7	4	OMD	Danamon	0.3		0.3	1
8	5	MediaCom	HEBE Digital, YOU,Barenbliss (BNB)	0.5	Pizza Hut	0.2	2
10	7	Initiative	Paxel	0.0		0.0	1
11	8	Carat	Pt Philips Indonesia Commercial	0.0		0.0	1
						2022 Jan-Mar:	4.2 33
						2021 Jan-Mar:	4.4 19
						YoY Comparison:	-4.7% 73.7%
						2022 Creative & Media ((Jan-Mar)	5.6 49
						2021 Creative & Media ((Jan-Mar)	6.3 38
						YoY Comparison:	-10.3% 28.9%

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.