

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / May 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	4	Wavemaker	L'Oréal (Digital), Danone, JD.ID (Offline) Project	2.5		2.5	5
2	1	PHD	Kredivo, Zurich Insurance, Twitter	1.8		1.8	8
3	2	Mindshare	Tokotalk, Shopkey, Krating Daeng, Redbus Project, Carro Project	1.3		1.1	9
4	3	OMD	Danamon, Beiersdorf	1.0		1.0	2
5	5	Havas Media	Godrej, Visionet International	0.6		0.6	2
6	6	MediaCom	Indriver, Cars24, Indodax, HEBE Digital, YOU, Barenbliss (BNB)	0.8	Pizza Hut	0.6	5
7	7	iProspect	PT Mahakarya Sukses Indonesia, Pt Mero Sekawan Jaya	0.4		0.4	10
8	8	Initiative	Paxel, Taisho Phamaceutical	0.4		0.4	2
9	9	Dentsu X	PT Ajinomoto Indonesia, Upfield Blue Band Indonesia	0.3		0.3	8
10	10	Carat	Pt Philips Indonesia Commercial	0.0		0.0	1

2022 Jan-May :	6.4	46
2021 Jan-May :	4.6	22
YoY Comparison:	38.3%	109.1%

2022 Creative & Media ((Jan-May)	8.9	67
2021 Creative & Media ((Jan-May)	6.9	51
YoY Comparison:	29.7%	31.4%

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 Apr keting ROI.