



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jun 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	2	PHD	Indosat, Hutchinson, Schneider Electric	3.6		3.6	11
2	1	Wavemaker	Jenius Bank, BTPN, L'Oréal (Digital), Danone, JD.ID (Offline) Project	2.6		2.6	6
3	9	Dentsu X	PT Ajinomoto Indonesia, Upfield Blue Band Indonesia	1.2		1.2	13
4	4	OMD	Digiads, Redi, Danamon, Beiersdorf	1.2		1.2	4
5	3	Mindshare	Home Credit, Kredit Plus, Tokotalk, Shopkey, Krating Daeng, Redbus Project, Carro Project	1.4		1.1	11
6	7	iProspect	Lenovo Indonesia, PT Nipsea Paint and Chemicals, WINGS Corporation Project	0.8		0.8	23
7	5	Havas Media	Godrej, Visionet International	0.6		0.6	2
8	6	MediaCom	Indriver, Cars24, Indodax, HEBE Digital, YOU, Barenbliss (BNB)	0.8	Pizza Hut	0.6	5
9	8	Initiative	Paxel, Taisho Pharmaceutical	0.4		0.4	2
10	10	Carat	PT Mobil Laku Indonesia, PT Signify Commercial Indonesia, P.T. Heinz ABC Indonesia Project	0.2		0.2	7

2022 Jan-Jun :	11.9	84
2021 Jan-Jun :	5.6	36
YoY Comparison:	112.2%	133.3%

2022 Creative & Media ((Jan-Jun)	16.1	160
2021 Creative & Media ((Jan-Jun)	10.7	74
YoY Comparison:	51.1%	116.2%

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 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.