



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Jul 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	Indosat, Hutchinson, Schneider Electric	4.6		4.6	13
2	2	Wavemaker	Jenius Bank, BTPN, L'Oréal (Digital), Danone, JD.ID (Offline) Project	2.6		2.6	6
3	4	OMD	LinkAja, Digjads, Redi, Danamon, Beiersdorf	1.7		1.7	5
4	3	Dentsu X	PT Ajinomoto Indonesia, Upfield Blue Band Indonesia	1.2		1.2	13
5	5	Mindshare	Home Credit, Kredit Plus, Tokotalk, Shopkey, Krating Daeng, Redbus Project, Carro Project	1.4		1.1	11
6	6	iProspect	Lenovo Indonesia, PT Nipsea Paint and Chemicals, WINGS Corporation Project	0.8		0.8	23
7	7	Havas Media	Godrej, Visionet International	0.6		0.6	2
8	8	MediaCom	Indriver, Cars24, Indodax, HEBE Digital, YOU,Barenbliss (BNB)	0.8	Pizza Hut	0.6	5
9	9	Initiative	Paxel, Taisho Phamaceutical	0.4		0.4	2
10	-	M&C Saatchi	Noice	0.3		0.3	1
11	10	Carat	PT Mobil Laku Indonesia, PT Signify Commercial Indonesia, P.T. Heinz ABC Indonesia Project	0.2		0.2	7

2022 Jan-Jul :	13.6	88
2021 Jan-Jul :	7.1	40
YoY Comparison:	93.1%	120.0%

2022 Creative & Media ((Jan-Jul)	17.9	164
2021 Creative & Media ((Jan-Jul)	15.4	86
YoY Comparison:	16.3%	90.7%

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.