



Indonesia / Aug 2022

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## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Aug 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	Mondelez, Jenius Bank, BTPN, L'Oréal (Digital), Danone, JD.ID (Offline) Project	3.1		3.1	7
3	3	OMD	LinkAja, Digiads, Redi, Danamon, Beiersdorf	1.7		1.7	5
4	-	Publicis Media	PepsiCo	1.5		1.5	1
5	4	Dentsu X	PT Ajinomoto Indonesia, Upfield Blue Band Indonesia	1.2		1.2	13
6	8	MediaCom	Lazada, Indriver, Cars24, Indodax, HEBE Digital, YOU, Barenbliss (BNB)	1.3	Pizza Hut	1.1	6
7	6	iProspect	Lenovo Indonesia, PT Nipsea Paint and Chemicals, WINGS Corporation Project	0.8		0.8	23
8	7	Havas Media	Godrej, Visionet International	0.6		0.6	2
9	9	Initiative	Paxel, Taisho Pharmaceutical	0.4		0.4	2
10	10	M&C Saatchi	Noice	0.3		0.3	1
11	-	M/SIX	BPJS Ketenagakerjaan, PT. Bumi Sentosa Cemerlang, PT Codebrick Indonesia	0.2		0.2	3
12	11	Carat	PT Mobil Laku Indonesia, PT Signify Commercial Indonesia, P.T. Heinz ABC Indonesia Project	0.2		0.2	7

2022 Jan-Aug : 14.8 94

2021 Jan-Aug : 11.7 42

YoY Comparison: 26.9% 123.8%

2022 Creative & Media ((Jan-Aug)) 19.3 171

2021 Creative & Media ((Jan-Aug)) 20.4 94

YoY Comparison: -5.1% 81.9%

### 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](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 Advertising ROI.