

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Dec 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)	No. of Wins
1	1	J Walter Thompson	Megabagna, Pfizer, Plobal, Roche Diagnostics, Orient	970.74	VLCC	908.54	123
2	2	Mullen Lowe Lintas Group	Market Places, Voonik Tech, RSPL Brands,	850.78		803.69	56
3	3	Leo Burnett	HDFC Bank, Jeep, General Mills(Digital)	745.42	TV Today Network	710.15	75
4	4	Ogilvy	World Gold Council, Lodha Group, ICICI Lombard, Cadbury Project	651.22	Incredible India	509.97	83
5	10	Rediffusion Y&R	ICICI, Wendy's, Moods, DSP BlackRock Project	492.93		492.93	17
6	5	Mudra DDB	TB Union, Portea, IFB(Digital), Water-Aid Project, Mahindra Reva Project	372.69	ICICI Lombard	343.46	83
7	6	McCann WorldGroup	Bill & Melinda Gates Foundation, Nestle Project, Invisalign	389.27	Kelvinator	317.66	32
8	7	M&C Saatchi	SIS Prosegur, Ru Films Project, Jasmeet Marwah Project	346.10	Pushpanjali Realms	314.79	13
9	9	Publicis + Publicis Ambiance	DSK Real Estate Project, Cremica, Heineken, Times Television Network	303.78	Mcvities	198.04	84
10	8	Grey Group	Reliance Mutual Fund(Digital), Rajesh Estates & Nirman, Forum Projects	295.45	ICICI	171.05	25
11	12	Dentsu	Payback, QiKU(Digital), Phillips Home Appliances Project, Facebook Project	153.50	Spicejet	144.17	26
12	11	Cheil	Jet Airways (Digital), HCL Avitas (Digital), adidas, Eicher Volvo Project	102.01		102.01	21
13	13	Contract Advertising	Kelvinator, Sansui	55.98		55.98	4
14	14	RK Swamy BBDO	P&G Brands, Zandu, Viber Media, Unesco MGIEP Project	98.59	General Mills	44.32	6
15	15	Percept	Sleepwell	31.10	DB Heights	21.77	1
16	16	Bates 141	Kelzai Secrets	18.66	DEN Network	17.63	1
17	17	L&K Saatchi & Saatchi	Acer, Hamdard	27.99	Savlon	8.53	2
18	19	SapientNitro	Education Client	6.22		6.22	1
19	18	TBWA	Hinustan Times - Studymate Project, The Claridges, Go Daddy Project	9.02		2.18	12
20=	20=	Havas Worldwide		0.00		0.00	0
20=	20=	Wieden & Kennedy		0.00		0.00	0
20=	20=	Iris		0.00		0.00	0
23	23	Madison		0.00	Desh Ka Namak	-0.62	0
24	24	BBH		0.00	Viber Media	-18.66	0
25	25	FCB		0.00	Snap Deal(ATL)	-50.38	0
						5,103.4	665

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Dec 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)	No. of Wins
1	1	Mindshare	Unilever, General Mills, Orient Cement, Success Gyan Life Skills	905.0	Bridgestone	886.34	28
2	2	Starcom MediaVest	Dabur, Jet Airways, AblnBev, Lodha(Digital), Coverfox	474.3	HDFC Bank	460.58	13
3	3	Carat	Dixcy Scott, Nisargalaya, Sterling Holidays	358.0	Hector Beverages Project	351.81	65
4	4	MediaCom	Koovs, Future Group, Koovs.com, Havmor	259.9	Ethiad Airways Partners	244.35	15
5	5	Havas Media	Doctor 24x7, HolidayIQ.com, BlueStone.com, Clovia.com	236.4	Shyam Telecom	224.29	17
6	7	PHD	Amaya Gaming, Inshorts, Oxigen Wallet, Hector Beverages Project	143.4		143.37	14
7	6	OMD	Telenor, Dr. Oetker, World Gold Council, Home Credit, Deoleo	230.0	Association of Mutual Funds of India	139.82	24
8	8	Lodestar Universal	Mahindra Retail, Nexen Tyres, Akosha	133.4		130.34	0
9	10	Maxus	Tata Motors(Digital), Croma, Voot, Honda Cars	191.9	SC Johnson(buying)	118.02	13
10	11	ZenithOptimedia	HomeShop 18, Home Credit, SanDisk	195.5	Telenor	89.74	28
11	13	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	60.3	Jet Airways	33.67	13
12	12	Dentsu Media	Suzuki, Maiyas Foods, Carlsberg	92.6	HolidayIQ.com	33.47	21
13	9	MEC	Parent Circle(Digital), UCWeb(Digital), Rolex, Zopper, Just Buy Live	84.6	BlueStone.com	20.84	11
14	14	TME		0.0		0.00	0
15	17	Madison Media	Milton, Treo, Piramal Realty, Zigy.com	52.9	AblnBev	-10.88	8
16	15	Lintas Media Group	Icare Learning, Doordarshan, Bharat Petroleum	54.4	Hindware	-49.14	0
17	16	Allied Media		0.0	Future Group	-62.20	0
						2,754.4	270

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

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