

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Apr 2016

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	Wipro, Nissan Motors Project, Ficci Project	507.69		507.69	64
2	2	Mullen Lowe Lintas Group	Honda Brand, Gionee Mobiles, L&T Corporate (Digital)	394.78	Axis Bank	384.98	21
3	5	Leo Burnett	Google Project, FIAT, Bridgestone, Dosti Realty Project	210.70		210.70	17
4	3	Rediffusion Y&R	Eveready Appliances, Amplifon, British Council, Balmer Lawrie Project	205.91		205.91	10
5	4	Publicis + Publicis Ambiance	Nextbit Systems, Prime Focus Technologies, Hindware Project	164.22		164.22	31
6	6	McCann WorldGroup	Heinz Project, Emami Project, Staples, DSS Healthcare	160.28	VIP	146.55	30
7	12	L&K Saatchi & Saatchi	Mondelez (Gum and Candy), Axis Bank, DS Group Project, Tata Housing Project	74.04		74.04	9
8	7	Soho Square	Faber, Vasmol	61.77		61.77	3
9	9	Mudra DDB	Hindware Appliances, UNICEF Project	62.46	L&T Realty	57.31	20
10	8	Cheil	Coca-Cola India Project, Logitech (Influencer Marketing)	48.39		48.39	7
11	10	iContract	Garnier (Digital)	27.45		27.45	1
12	-	Isobar	Panasonic(Digital)	26.66		26.66	6
13-	17=	RK Swamy BBDO	Crompton Greaves	20.59		20.59	1
13-	-	Havas Worldwide	D'lecta	20.59		20.59	1
15-	13=	Whyness	VIP	13.73		13.73	1
15-	13=	Madison	Asian Paints	13.73		13.73	1
15-	13=	BBH	Snapdeal	13.73		13.73	1
18	17=	M&C Saatchi	Birla Institute of Technology, Genesis La Mode Project	2.75		2.68	4
19	16	TBWA	Clothing Client	2.40		2.40	1
20	24	Dentsu	TI Cycles (Digital)	34.32	Cremica	-1.71	2
21	17=	FCB		0.00	Siemens	-2.94	0
22	17=	Bates 141		0.00	Balmer Lawrie Project	-5.15	0
23	11	Ogilvy	Super fans, AU Finance Project, Max BUPA India Project	55.94	FIAT	-41.78	7
						1,951.5	238

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Apr 2016

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	2	Mindshare	Heritage Foods , Bank Of Baroda, Maharashtra Tourism Development Corporation	209.3		209.34	13
2	1	Lintas Media Group	Reckitt Benckiser, Monster	171.9		171.86	2
3	3	Havas Media	MoneyView.in, Resurgent Rajasthan, PropTiger, Spice Mobility	158.7		158.68	12
4	4	Maxus	OLX, Infiniti Retail (Croma), Droom	132.1		130.41	3
5	5	OMD	Telenor, Met Life, Kamdhenu Paints, Fineti	69.7	Spice Mobility	49.76	6
6	8	Lodestar Universal	Suzuki, Zivame.com, Simplilearn	68.7	Sony Pictures	34.41	3
7	7	Dentsu Media	Electronic Client	39.4		29.10	7
8	6	Madison Media	Angel Broking, LeEco	48.0	Amplifon	19.12	2
9	9	Alliance	Vivo	13.7		13.73	1
10	11=	PHD	Allianz, Hindsiam Bevs	9.7		9.65	2
11	10	Carat	IT Client	2.0		1.99	10
12-	11=	Starcom		0.0		0.00	0
12-	11=	MediaCom		0.0		0.00	0
12-	11=	Vizeum		0.0		0.00	0
12-	11=	TME		0.0		0.00	0
16	17	Zenith	AVIVA, Bombay Dyeing, Bridgestone	117.7	GPI	-6.69	13
17	16	MEC	Konark Rajhans Estates	4.5	MetLife	-8.24	1
						813.1	75

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 marketing ROI.