

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Apr 2017

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	Vedanta, Wills Lifestyle, Spencer's Retail	51.71		51.71	60
2	2	Ogilvy	Parakh Agro, Star Sports Pro Kabaddi Project, ABP News Project	34.01		34.01	26
3	5	McCann WorldGroup	Sony Electronics, National Skill Development, Roopa & Co Ltd	21.43		21.43	27
4	3	MullenLowe Group Lintas Group	Go Daddy, MTV Beats Project, Vivo Mobiles Project	21.62	Croma	20.95	31
5	6	Leo Burnett	Amazon Prime Project, Garnier/Loreal India, Emami Agrotech	14.42		14.42	19
6	4	Publicis + Publicis Ambiance	Isuzu Motors, Cruise Airconditioners, Games24x7	14.74	MT Educare	14.32	15
7	11=	Rediffusion Y&R	News 18.com	11.39		11.39	5
8	8	L&K Saatchi & Saatchi	Tata Realty & Infrastructure, Amway, Bauli Confectionery	8.23		8.23	7
9	7	Dentsu	Toonz India, HT Media, Roca and Parryware, JK Tyres	7.29		7.29	8
10	23	Mudra DDB	CMR University Project, Centurian Project, MY FM	5.70		5.70	23
11	9	Famous Innovations	Ruosh, Taneira, Livpure	4.69		4.69	3
12	15=	DigitalF5	Victorinox digital, Adlabs Imagica	4.02		4.02	2
13	10	Isobar	Sports Client	3.70		3.70	4
14=	11=	Hyphen	Regal Shoes	3.35		3.35	1
14=	11=	Indigo Consulting	Danone Digital	3.35		3.35	1
14=	17=	WATConsult	Brussels Airlines digital	3.35		3.35	2
14=	17=	Social Kinnect	Everyuth Naturals Digital, Safari Bags Digital, Jealous 21	3.35		3.35	3
18	14	Paperboat Brandworks	Lokmat Media, Croma	2.68		2.68	2
19=	-	iCubesWire	Sanghi Cement Digital	2.01		2.01	1
19=	-	BC Web Wise	KEI Industries Digital	2.01		2.01	1
						222.0	241

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Apr 2017

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	3	Havas Media	Patanjali Project, Malabar Gold, Swiggy.com	33.29		33.29	18
2	1	MediaCom	Goibibo, Bosch-Siemens, Make My Trip, Luxehues, Brand USA	25.91		25.91	7
3	4	Dentsu Media	Car Client	25.47		25.47	3
4	5	Mindshare	Safillo, JSW Jaigarh Port, Aditya Birla Financial Services, J&K Tourism	23.55		23.55	16
5	2	MEC	NMIMS, Phonepe.Com, Cavinkare, Corvi	19.08		19.08	4
6	7	Lodestar Universal	M.P Birla Group, Duroflex, RP Sanjiv Goenka Group	7.10		7.10	5
7	6	Maxus	Indian Premier League	6.86	Cigna TTK	6.55	1
8	8	Lintas Media Group	Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	5.10		5.10	3
9	11	Zenith	Citrus Pay and LazyPay, Lactalis	4.80	Swarovski India	4.25	2
10	9	Starcom	Luminous, Nickelodeon, Mahindra Holidays & Resorts (Digital)	4.12		4.12	3
11	13	OMD	Mahesh Oil Project, Colors, Lovely Professional University	5.26	Standard Chartered Bank	3.76	6
12	10	Carat	Standard Chartered Bank	3.01		3.01	18
13	12	Famous Innovations	Ruosh	2.06		2.06	2
14	-	Bottle Openers	Carrier	1.03		1.03	1
15	15	PHD	Kazo, HP(digital)	0.61		0.61	2
16=	16=	Alliance		0.00		0.00	0
16=	16=	Media Kinnect		0.00		0.00	0
18	14	Madison Media	NestAway	0.69	M.P Birla Cement	-0.32	1
19	19	Vizeum		0.00	Colors	-1.83	0
						162.7	92

### 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 marketing ROI.