

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

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India / Aug 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	Milton, Hyundai Motors Project, Exide Life Project	74.84	Horlicks	74.17	96
2	2	Ogilvy	India First Insurance, Andhra Pradesh Government Project, Alcove Developers LLP	68.19		68.19	55
3	7	Leo Burnett	Fiat (SI), SBI Life Insurance, Amazon project, Syntex	45.08		45.08	65
4	6	McCann WorldGroup	Jindal Steel, Udacity, Indchemie Project	29.92		29.92	40
5	3	MullenLowe Group Lintas Group	Quikr, Too Yumm, Motilal Oswal Financial Services, Micromax	28.99	Croma	28.32	34
6	5	Mudra DDB	Puma Digital, Paras Dairy, Pepsi Project, Uber	27.24		27.24	95
7	4	Publicis + Publicis Ambiance	Zee TV, Big FM, N K Proteins Project	29.29	Times Group	26.80	29
8	8	Rediffusion Y&R	Jamshedpur Football Club, Sangbad Pratidin, Honeywell Building Technology Project	20.14		20.14	11
9	9	Dentsu	MTR Foods and Orkla, Panasonic Project, Jones Lang LaSalle Residential	15.15		15.15	18
10	10	L&K Saatchi & Saatchi	Hero Salute, Sterling Holidays, Tata Realty & Infrastructure, Amway, Bauli Confectionery	11.97		11.97	13
11	11	DigitalF5	BMW Motorrad, Victorinox (Digital), Adlabs Imagica, Livpure(Digital)	8.71		8.71	5
12=	12	Wieden & Kennedy	Budweiser, Haywards 5000, Dalmia Cement	6.70		6.70	4
12=	13	Social Kinnect	Indiabulls Ventures, IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	6.70		6.70	5
12=	17=	Langoor	EPSON (Digital), Goodness! (Digital), Tata Sky (Digital)	6.70		6.70	4
15	14	Famous Innovations	Ruosh, Taneira, Livpure	4.69		4.69	3
16	15	iCubesWire	Sanghi Cement(Digital)	4.02		4.02	2
17	16	Isobar	Sports Client	3.73		3.73	6
18=	17=	Hyphen	Regal Shoes	3.35		3.35	1
18=	17=	Indigo Consulting	Danone Digital	3.35		3.35	1
18=	17=	WATConsult	Brussels Airlines digital	3.35		3.35	2
						4,736.4	555

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Aug 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	Havas Media	Sharekhan, Bajaj Finserv, Glen Home Appliances	41.58		41.58	28
2	4	Wavemaker	NMIMS, Phonepe.Com, Cavinkare, Corvi	36.93	Cigna TTK	33.57	7
3	3	dentsu X	Car Client	31.65		31.65	7
4	5	MediaCom	Verse Innovation, PayPal, PSA Group Global, Mars, Goibibo	22.82		22.82	11
5	6	Lodestar Universal	Bank of India, BMW, Orient Electric, M.P Birla Group, Duroflex	20.72		20.72	8
6	2	Mindshare	IBM, Dyson, Kimberly Clark Milk, Ravindranath GE Medical Associates	31.91	Godrej & Boyce	20.67	25
7	7	Starcom	Godrej & Boyce, Lenskart, BookMyShow	21.79		19.11	12
8	11	OMD MudraMax	Amagi, Tata Hitachi, Dalmia Cement Bharat, Clicktable	14.08	Kraft Heinz	10.22	14
9	8	Lintas Media Group	Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	11.96	Bajaj Finserv	9.28	4
10	9	Zenith	Honeywell, Reliance MF SEO, Nestle Nutrition (performance)	9.44	Food Panda	7.85	5
11	12	Famous Innovations	Ruosh	2.06		2.06	2
12=	13=	Bottle Openers	Carrier	1.03		1.03	1
12=	13=	Xposure	UCWeb	1.03		1.03	1
14	15	Vizeum	Bauli India Bakes & Sweets, Mathrubhumi, A&M Noodles	2.79	Colors	0.96	7
15	16	21N78E	IONA	0.69		0.69	1
16	17	PHD	Kazo, HP(digital)	0.61		0.61	2
17	18	Motivator	Bajaj Corp	0.51		0.51	1
18	19	Madison Media	NestAway, Uber	1.37	M.P Birla Cement	0.37	2
19	20	Carat	Standard Chartered Bank	5.62	Sony	-1.08	20
						2,236.5	158

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.