

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Aug 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	Mullen Lowe Lintas Group	TravelTriangle, Ayurwin Pharma, Bajaj ADHO, Varmora Granito	926.10		926.10	46
2	1	J Walter Thompson	Gupta Power & Infrastructure, Loyal Textiles, Nerolac Paints	849.94		849.94	130
3	4	Rediffusion Y&R	Presidency University, Lux Hoisery - ONN and Lyra	418.67		418.67	18
4	3	McCann WorldGroup	Dabur Project, Cox & Kings, BMGF Project	426.98	VIP	413.25	51
5	5	Ogilvy	Bata India, Alkem Laboratories, Essel Group Project	457.11	FIAT	354.24	38
6	6	Leo Burnett	Star HD, Maharaja Whiteline Project, Bacardi Project	293.12	Sony Entertainment TV	287.98	30
7	8	Mudra DDB	Vitalic Nutrition, Intex, NetMed	235.08	L&T Realty	229.93	51
8	7	Publicis + Publicis Ambiance	Usha International, IDBI, DTDC, Bayer Project	215.11		215.11	48
9	10	L&K Saatchi & Saatchi	Allied Blenders & Distillers, Star Cosmetics, SREI	145.70		145.70	20
10	9	Cheil	Fox Life, William Grant & Sons, inshorts (Digital)	142.42		142.42	15
11	17	Isobar	Panasonic(Digital)	133.89		133.89	28
12	11	Soho Square	Faber, Vasmol, Piaggio(Vespa and Aprilia)	82.36		82.36	4
13	12	FCB	Jagran Prakashan Brands, Arogya Keralam(Digital), Equitas Holdings	82.36	Siemens	74.57	4
14	22	Dentsu	TI Cycles (Digital), Maruti Suzuki (Digital)	86.18	Cremica	50.15	5
15	13	Contract	YU Televentures, Aviva Life Insurance, BlueStone.com	75.50	Star TV	43.21	5
16-	14=	Social Kinnect	HDFC ERGO(Social Media), Zee TV(Digital)	41.18		41.18	2
16-	14=	IBD	Morisons Baby Dreams, Only Vimal	41.18		41.18	2
18-	16	Langoor	Krispy Kreme(Digital)	34.32		34.32	2
18-	-	Wieden & Kennedy	Delhi Tourism	34.32		34.32	1
20	18	iContract	Garnier (Digital)	27.45		27.45	1
21-	19	RK Swamy BBDO	Crompton Greaves	20.59		20.59	1
21-	20	Havas Worldwide	D'lecta	20.59		20.59	1
21-	21	August Communications	ZIOX Mobiles	20.59		20.59	1
24	23	Whyness	VIP	13.73		13.73	1
						4,621.5	505

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Aug 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	Mindshare	Diageo India, Bandhan Bank, Federal bank	480.45		480.45	31
2	2	Havas Media	Taj Hotels, The Indian Hotels Company, Inbisco, Save the Children	281.03		281.03	21
3	3	Lintas Media Group	Anmol Biscuits, Invesco Asset Management, Prestige Ice Creams	182.77		182.77	5
4	4	Lodestar Universal	Mahindra Retail(babyoye.com) Digital, Coca-Cola, Saregama	194.00	Sony Pictures	139.10	11
5	6	PHD	Volkswagen, Allianz, Hindsiam Bevs, Fossil	79.90		79.90	4
6	5	Maxus	OLX, Infiniti Retail (Croma), Droom, Tata Motors	142.42	Nikon(Digital)	78.93	4
7	7	Madison Media	Angel Broking, LeEco, Zopper.com, Timesjobs.com, Dixcy	78.93	Amplifon	50.01	5
8	8	Zenith	Telenor(Digital), Lenovo, Abor, Hatsun Agro, UtsavFashion(Performance Business)	170.90	GPI	46.50	20
9	9	OMD	Telenor, Met Life, Kamdhenu Paints, Fineti	69.66	Spice Mobility	42.90	6
10	11	Vizeum	Warner Brothers Pictures, TCT Mobile	41.90		41.90	3
11	10	Dentsu Media	Electronic Client	40.26	Bridgestone	29.96	21
12	12	Starcom	Merck, Reliance General Insurance, Dabur(Digital)	18.87		18.87	3
13	13	Alliance	Vivo	13.73		13.73	1
14	14	Carat	IT Client	13.30		13.30	19
15-	15=	FoxyMoron	Ather Energy	10.30		10.30	1
15-	15=	Media Kinnect	Indiabulls Housing Finance	10.30		10.30	1
15-	15=	Hill & Knowlton	Aviva Life Insurance	10.30		10.30	1
18	18	MEC	TNPL, Ashtapathy Health Care, Konark Rajhans Estates	16.13	MetLife	3.43	5
19	19	MediaCom	Dilmah Tea, Royal Enfield	20.59	Volkswagen	-48.04	2
						1,485.6	164

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.