

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Dec 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	Mullen Lowe Lintas Group	Cargill Foods, KEF Infrastructure, Voonik Technology	1,295.60		1,295.60	75
2	2	J Walter Thompson	Banjara's, Forum Real Estate, Apollo Boutique, HCL Technologies	1,112.84	Kingfisher Ultra	1,074.22	174
3	3	Rediffusion Y&R	Shital Blanket Project, Kolkata International Film Festival Project, TATA RTE Project	628.01		628.01	23
4	4	Ogilvy	Karnataka Tourism Project, Bajaj Kratos 400, Bata India, Alkem Laboratories	713.81	TBZ	588.00	63
5	5	McCann WorldGroup	CISCO, General Mills Project, American Tourister(Samsonite), IGL	570.63	VIP	536.31	63
6	6	Leo Burnett	Amazon Prime Project, Rossell Hospitality Project	406.85	Sony Entertainment TV	401.70	58
7	8	Mudra DDB	Fino Bank, Belle Wears Project, Woo, Milk Mantra	312.29	L&T Realty	307.14	71
8	7	Isobar	Micromax, Panasonic(Digital)	293.00		293.00	35
9	11	Dentsu	HT Media, NPCI, Hug Innovations, FundsIndia.com	269.95	Cremica	233.93	13
10	9	Publicis + Publicis Ambiance	UBS Project, Brussels Airlines, IFFCO, Ministry of InfoTech	265.00	Maharaja	233.70	51
11	10	L&K Saatchi & Saatchi	Hero MotoCorp, Unicef Project,, Star Cosmetics, SREI	200.06		200.06	27
12	12	Cheil	Bata India, Fox Life, William Grant & Sons, inshorts (Digital)	166.44		166.44	17
13=	13=	Social Kinnect	L'Oreal Professionnel, Repeat Whisky(Digital), UpGrad(Social Media)	102.95		102.95	5
13=	13=	Soho Square	Sujata Appliances, Faber, Vasmol, Piaggio(Vespa and Aprilia)	102.95		102.95	5
15	15	FCB	Merino Group, AVT Premium, Jagran Prakashan Brands	137.27	Siemens	90.26	6
16	16	Grey Group	BMW Project, Renault Project,Reliance Broadcast Network Project	84.08		84.08	25
17	17	IBD	Tokri.com, Jivi Mobiles, Morisons Baby Dreams, Only Vimal	82.36		82.36	4
18=	18	Eggfirst	Valentine(Digital), McCoy(Digital), Wok Express(Digital)	54.91		54.91	3
18=	19	Havas Worldwide	D'lecta, Swiggy	54.91		54.91	2
20	20	Contract	YU Televentures, Aviva Life Insurance, BlueStone.com	75.50	Star TV	43.21	5
21	21	DigitasLBI	Orient Electric(Digital), Piaggio's Aprilia(Digital)	41.18		41.18	2
22=	21=	Langoor	Krispy Kreme(Digital)	34.32		34.32	2
22=	21=	Wieden & Kennedy	Delhi Tourism	34.32		34.32	1
24	23=	iContract	Garnier (Digital)	27.45		27.45	1
						6,711.0	731

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Dec 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	SENCO GOLD, 91Street, Gems and Jewellery Promotion Council	489.50	The Hindu	483.32	50
2	2	Havas Media	Foyr.com, Sujata, Swiggy, Taj Hotels, Inbisco, Save the Children	311.91	DBS Bank(Buying)	306.43	25
3	3	Lintas Media Group	Western Union, Syntech Technology, Xiaomi(Social), Plackal(Social)	270.89		270.89	11
4	18	Starcom	FCA, Mars (Media Buying), Merck, Sun Pharmaceutical	257.72	Western Union	238.18	8
5	4	Lodestar Universal	Coca-Cola, Saregama, FitBit, Borosil Glass Works	231.75	DMK Party	146.60	13
6	6	Zenith	21st Century Fox, Bombay Dyeing, Reliance Securities, Parle Products, NPCL, Telenor(Digital)	246.40	GPI India	122.00	25
7	7	PHD	Volkswagen, Allianz, Hindsiam Bevs, Fossil, Coolwinks	82.58	GSK Nutrition	77.74	5
8	11	MEC	The Hindu, Vistaprint, Uber Taxi, 10i Commerce Service	66.92	MetLife	54.22	11
9	9	OMD	Apollo Hospital, Colors Regional, Magzter Digital Stores	90.58	Spice Mobility	51.80	10
10	8	Vizeum	Warner Brothers Pictures, TCT Mobile	62.49	Colors	51.77	4
11	10	Dentsu Media	Electronic Client	56.85	Bridgestone	46.56	12
12	5	Maxus	Pernod Ricard, OLX, Droom, Tata Motors, Janalakshmi Financial Services	169.87	FCA	32.09	7
13	12	Carat	IT Client	38.90	Vistaprint	29.25	74
14	14	Alliance	Vivo	13.73		13.73	1
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	13	Madison Media	Angel Broking, LeEco, Zopper.com, Timesjobs.com, Dixcy	78.93	Times Network	2.36	5
19	19	MediaCom	Dilmah Tea, Royal Enfield, Adjavis	24.02	Mars (Media Buying)	-147.57	3
						1,810.3	267

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.