

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Feb 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	Ogilvy	JSW Group, EESL, BJP Maharashtra,VIVO Project	24.33		24.33	17
2	5	Publicis + Publicis Ambiance	Isuzu Motors, Cruise Airconditioners, Games24x7	14.74		14.74	15
3	3	McCann WorldGroup	Hero Project, Maruti Udyog Project, Choice Project	12.47		12.47	14
4	2	J Walter Thompson	MRF Limited, PepsiCo, P C Chandra Jewellers, Shell Project	10.84		10.84	19
5	4	Leo Burnett	Trident Towels, Isuzu, Bunge	7.99		7.99	10
6	8	Dentsu	HT Media, Roca and Parryware, JK Tyres	6.75		6.75	7
7	6	Mullen Lowe Lintas Group	Grofers Project, Puravankara Projects, Cytecure Hospitals Project	5.81		5.81	12
8	-	Famous Innovations	Ruosh, Taneira	4.02		4.02	2
9	13=	Isobar	Sports Client	3.70		3.70	4
10	7	Hyphen	Regal Shoes	3.35		3.35	1
11=	-	DigitalF5	Victorinox digital	2.01		2.01	1
11=	-	Paperboat Brandworks	Lokmat Media	2.01		2.01	1
11=	9	L&K Saatchi & Saatchi	Hero Motor Project	2.01		2.01	1
14=	11	21N78E Creative Labs	Metropolis Healthcare	1.34		1.34	1
14=	10	RK Swamy BBDO	PN Rao	1.34		1.34	1
14=	-	WATConsult	Brussels Airlines digital	1.34		1.34	1
17	12	Mudra DDB	CMR University Project, Centurian Project, MY FM	0.80		0.80	7
18=	-	AdLift		0.00		0.00	0
18=	-	August Communications		0.00		0.00	0
18=	-	Bates 141		0.00		0.00	0
						104.9	114

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Feb 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	MEC	Phonepe.Com, Cavinkare, Corvi	18.87		18.87	3
2	1	Mindshare	Aditya Birla Financial Services, J&K Tourism	8.79		8.79	12
3	4	Starcom	Nickelodeon, Mahindra Holidays & Resorts (Digital)	3.09		3.09	2
4	2	Carat	Standard Chartered Bank	3.01		3.01	18
5	6=	OMD	Colors, Lovely Professional University, Cigna TTK	3.43	Standard Chartered Bank	1.92	4
6	6=	Lodestar Universal	M.P Birla Group	1.37		1.37	1
7	5	Madison Media	NestAway	0.69		0.69	1
8	6=	PHD	HP(digital)	0.34		0.34	1
9-	6=	Alliance		0.00		0.00	0
9-	6=	Dentsu Media		0.00		0.00	0
9-	15	FoxyMoron		0.00		0.00	0
9-	6=	Havas Media		0.00		0.00	0
9-	6=	Hill & Knowlton		0.00		0.00	0
9-	6=	Lintas Media Group		0.00		0.00	0
9-	6=	Media Kinnect		0.00		0.00	0
9-	6=	MediaCom		0.00		0.00	0
9-	6=	Zenith		0.00		0.00	0
18	6=	Maxus		0.00	Cigna TTK	-0.31	0
19	6=	Vizeum		0.00	Colors	-1.83	0
						35.9	42

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.