

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Jan 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	5	Rediffusion Y&R	Amplifon, CII - MIDC Project, Pepsico Project	138.99		138.99	6
2	1	J Walter Thompson	Innocean Project, General Motors Project, Fiat Project	131.37		131.37	25
3	9	Publicis + Publicis Ambiz	Toshiba India, Urbanclap Project,	74.37		74.37	6
4	-	Soho Square	Faber, Vasmol	41.18		41.18	2
5	-	Whyness	VIP	13.73		13.73	1
6	12	Cheil	Technology Client	10.98		10.98	2
7	4	Ogilvy	Max BUPA India Project	4.80		4.80	2
8=	2	Mullen Lowe Lintas Group		0.00		0.00	0
8=	3	Leo Burnett		0.00		0.00	0
8=	8	M&C Saatchi		0.00		0.00	0
8=	10	Grey Group		0.00		0.00	0
8=	13	Contract Advertising		0.00		0.00	0
8=	14	RK Swamy BBDO		0.00		0.00	0
8=	15	Percept		0.00		0.00	0
8=	16	Bates 141		0.00		0.00	0
8=	17	L&K Saatchi & Saatchi		0.00		0.00	0
8=	18	SapientNitro		0.00		0.00	0
8=	19	TBWA		0.00		0.00	0
8=	23	Madison		0.00		0.00	0
8=	24	BBH		0.00		0.00	0
8=	25	FCB		0.00		0.00	0
22	6	Mudra DDB		0.00	L&T Realty	-5.15	0
23	7	McCann WorldGroup		0.00	VIP	-13.73	0
24	11	Dentsu	FMCG Client	13.73	Cre mica	-13.73	1
						382.8	45

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Jan 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	16	Lintas Media Group	Reckitt Benckiser	171.6		171.59	1
2	5	Havas Media	Resurgent Rajasthan, PropTiger, Spice Mobility	134.7		134.66	10
3	9	Maxus	OLX	120.1		120.11	1
4	1	Mindshare	Jaguar Land Rover, Linc Pen and Plastics, CIMA India Liaison Office	44.6		44.61	3
5	7	OMD	Met Life, Kamdhenu Paints, Fineti	52.5	Spice Mobility	34.66	5
6=	2	Starcom MediaVest		0.0		0.00	0
6=	3	Carat		0.0		0.00	0
6=	4	MediaCom		0.0		0.00	0
6=	6	PHD		0.0		0.00	0
6=	11	Vizeum		0.0		0.00	0
6=	12	Dentsu Media		0.0		0.00	0
6=	14	TME		0.0		0.00	0
6=	17	Allied Media		0.0		0.00	0
14	15	Madison Media		0.0	Amplifon	-8.92	0
15	13	MEC		0.0	Met Life	-10.30	0
16	8	Lodestar Universal		0.0	Sony Pictures	-34.32	0
17	10	ZenithOptimedia		0.0	OLX	-120.11	0
						332.0	20

### 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.