

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Jan 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	-	Ogilvy	JSW Group, EESL, BJP Maharashtra	15.78		15.78	12
2	-	J Walter Thompson	MRF Limited, Honda Motors (Activa) Project, PepsiCo	9.33		9.33	16
3	-	McCann WorldGroup	Cisco Systems, Qualcomm, AO SMITH	8.15		8.15	6
4	-	Leo Burnett	Google India Pvt Ltd Project, Star Union Dia-ichi Life Insurance Project	4.44		4.44	5
5	-	Publicis + Publicis Ambiance	Brussels Airlines, Games 24x7 Project, Carxplorer.com Project	4.42		4.42	7
6	-	Mullen Lowe Lintas Group	Grofers Project, Puravankara Projects, Cytecure Hospitals Project	3.80		3.80	11
7	-	Hyphen	Regal Shoes	3.35		3.35	1
8	-	Dentsu	HT Media	2.21		2.21	3
9	-	L&K Saatchi & Saatchi	Hero Motor Project	2.01		2.01	1
10	-	RK Swamy BBDO	PN Rao	1.34		1.34	1
11	-	21N78E Creative Labs	Metropolis Healthcare	1.34		1.34	1
12	-	Mudra DDB	TTK Prestige Project, Ashok Leyland Projects, Smarton Projects	0.20		0.20	3
13-	-	Rediffusion Y&R		0.00		0.00	0
13-	-	Isobar		0.00		0.00	0
13-	-	Cheil		0.00		0.00	0
13-	-	Social Kinnect		0.00		0.00	0
13-	-	Soho Square		0.00		0.00	0
13-	-	FCB		0.00		0.00	0
13-	-	Grey Group		0.00		0.00	0
13-	-	IBD		0.00		0.00	0
						56.4	67



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Jan 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	-	Mindshare	Aditya Birla Financial Services, J&K Tourism	8.79		8.79	12
2	-	Carat	Standard Chartered Bank	2.69		2.69	13
3	-	MEC	Phonepe.Com	1.72		1.72	1
4	-	Starcom	Nickelodeon	1.03		1.03	1
5	-	Madison Media	NestAway	0.69		0.69	1
6=	-	Havas Media		0.00		0.00	0
6=	-	Lintas Media Group		0.00		0.00	0
6=	-	Lodestar Universal		0.00		0.00	0
6=	-	Zenith		0.00		0.00	0
6=	-	PHD		0.00		0.00	0
6=	-	Vizeum		0.00		0.00	0
6=	-	Dentsu Media		0.00		0.00	0
6=	-	Maxus		0.00		0.00	0
6=	-	Alliance		0.00		0.00	0
6=	-	FoxyMoron		0.00		0.00	0
6=	-	Media Kinnect		0.00		0.00	0
6=	-	Hill & Knowlton		0.00		0.00	0
6=	-	MediaCom		0.00		0.00	0
19	-	OMD		0.00	Standard Chartered Bank	-1.51	0
						13.4	28

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.