

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / June 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	J Walter Thompson	Asian Paints Project, Yeldi Softcom, Apollo Hospitals	720.66		720.66	102
2	2	Mullen Lowe Lintas Group	Cleartrip, Enzen Global, YuppTV Project	668.11		668.11	36
3	4	Leo Burnett	Canara HSBC & OBC Insurance Project, Clove Dentist Project	262.17	Sony Entertainment TV	257.03	24
4	3	Rediffusion Y&R	Eveready Appliances, Amplifon, British Council, Balmer Lawrie Project	226.50		226.50	11
5	11	Ogilvy	Janalaxmi Bank, Unilever Project, Dixcy Scott	303.02	FIAT	205.30	25
6	5	Publicis + Publicis Ambiance	DTDC, Ayurwin, Shop CJ, Inorbit Mall Project SonyLiv	200.61		200.61	42
7	9	Mudra DDB	SAP Marketing Service, Enigma Project, Ujjivan	200.07	L&T Realty	194.92	42
8	6	McCann WorldGroup	Staples SBA Project, Leela Hotel Project, 3M Water Purifier Project	206.96	VIP	193.23	34
9	7	Cheil	Aditya Birla Group, National Geographic, Fox Life	125.95		125.95	13
10	8	L&K Saatchi & Saatchi	Reliance Petroleum, Bombay Dyeing Project, Mondelez (Gum and Candy)	106.79		106.79	14
11	10	Soho Square	Faber, Vasmol, Piaggio(Vespa and Aprilia)	82.36		82.36	4
12	-	Social Kinnect	HDFC ERGO(Social Media), Zee TV(Digital)	41.18		41.18	2
13	12	FCB	Vero Coffee, Jagran Prakashan Brands	41.18	Siemens	33.39	2
14	13	Isobar	Panasonic(Digital)	28.93		28.93	11
15	14	iContract	Garnier (Digital)	27.45		27.45	1
16-	15=	RK Swamy BBDO	Crompton Greaves	20.59		20.59	1
16-	15=	Havas Worldwide	D'lecta	20.59		20.59	1
18	22	Dentsu	TI Cycles (Digital), Maruti Suzuki (Digital)	54.91	Creteca	18.88	3
19-	17=	Whyness	VIP	13.73		13.73	1
19-	17=	Madison	Asian Paints	13.73		13.73	1
19-	17=	BBH	Snapdeal	13.73		13.73	1
22	20	M&C Saatchi	Birla Institute of Technology, Genesis La Mode Project	2.75		2.68	4
23	21	TBWA	Clothing Client	2.40		2.40	1
24	23	Bates 141		0.00	Balmer Lawrie Project	-25.74	0
						3,193.0	376

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / June 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	Crown Beers, VGP Universal Kingdom, ZopSmart Technology	326.02		326.02	24
2	2	Lintas Media Group	Reckitt Benckiser, Monster, Anmol Biscuits	179.22		179.22	3
3	3	Havas Media	MoneyView.in, Resurgent Rajasthan, PropTiger, Spice Mobility	160.40		160.40	13
4	5	Lodestar Universal	Mahindra Retail(babyoye.com) Digital, Coca-Cola, Saregama	194.00	Sony Pictures	139.10	11
5	4	Maxus	OLX, Infiniti Retail (Croma), Droom, Tata Motors	142.42	Nikon(Digital)	134.52	4
6	13	PHD	Volkswagen, Allianz, Hindsiam Bevs	78.29		78.29	3
7	6	OMD	Telenor, Met Life, Kamdhenu Paints, Fineti	69.66	Spice Mobility	42.90	6
8	9	Zenith	Telenor(Digital), Lenovo, Abof, Hatsun Agro, AVIVA, Bridgestone	163.18	GPI	38.78	18
9	7	Madison Media	Angel Broking, LeEco, Zopper.com	58.34	Amplifon	29.42	3
10	8	Dentsu Media	Electronic Client	39.40	Bridgestone	29.10	7
11	15=	Vizeum	Warner Brothers Pictures	24.02		24.02	2
12	10	Alliance	Vivo	13.73		13.73	1
13	11	Carat	IT Client	13.30		13.30	19
14	12	FoxyMoron	Ather Energy	10.30		10.30	1
15	14	Starcom	Merck, Reliance General Insurance	8.58		8.58	2
16	15=	TME		0.00		0.00	0
17	18	MEC	Konark Rajhans Estates	4.46	MetLife	-8.24	1
18	15=	MediaCom		0.00	Volkswagen	-68.64	0
						1,150.8	118

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.