

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / June 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	J Walter Thompson	The Times of India, 93.5 Red FM, Honda Project, Bazar Retail, P&G Gillette Project	60.74	Horlicks	60.07	75
2	2	Ogilvy	Kalyan Jewellers, NR GROUP-Lia Agarbatti, Unocoin Technologies	58.84		58.84	47
3	3	MullenLowe Group	Quikr, Too Yumm, Motilal Oswal Financial Services, Micromax	28.99	Croma	28.32	34
4	7	DDB	Pepsi Project, All India Football Federation NA, Uber	22.52		22.52	70
5	4	McCann WorldGroup	Sony Electronics, National Skill Development, Roopa & Co Ltd	21.43		21.43	27
6	9	Y&R	News 18.com, SVF HOICHOI	18.63		18.63	6
7	5	Leo Burnett	Fiat (SI), SBI Life Insurance	18.24		18.24	21
8	6	Publicis	Linen Club, Indooroopilly Shopping Centre	18.09	MT Educare	17.67	17
9	8	Dentsu	Panasonic Project, Jones Lang LaSalle Residential	12.93		12.93	15
10	10	Saatchi & Saatchi	Tata Realty & Infrastructure, Amway, Bauli Confectionery, Kalyan Jewellers, GKB	8.56		8.56	9
11	11	Social Kinnect	IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	5.36		5.36	4
12	12	Famous Innovations	Ruosh, Taneira, Livpure	4.69		4.69	3
13-	13	DigitalF5	Victorinox digital, Adlabs Imagica	4.02		4.02	2
13-	-	iCubesWire	Sanghi Cement(Digital)	4.02		4.02	2
15	14	Isobar	Sports Client	3.70		3.70	4
16-	15=	Hyphen	Regal Shoes	3.35		3.35	1
16-	15=	Indigo Consulting	Danone Digital	3.35		3.35	1
16-	15=	WATConsult	Brussels Airlines digital	3.35		3.35	2
19-	18	Paperboat Brandworks	Lokmat Media, Croma	2.68		2.68	2
19-	30	Langoor	Goodness! (Digital)	2.68		2.68	2
						3,524.4	378

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / June 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	Havas Media	Michelin, Food Panda, Patanjali Project, Malabar Gold, Swiggy.com	34.90		34.90	21
2	2	Mindshare	Safillo, JSW Jaigarh Port, Aditya Birla Financial Services, J&K Tourism	29.21		29.21	20
3	4	dentsu X	Car Client	25.47		25.47	3
4	3	MEC	NMIMS, Phonepe.Com, Cavinkare, Corvi	25.94	Cigna TTK	25.29	5
5	6	MediaCom	PayPal, PSA Group Global, Mars, Goibibo, Bosch-Siemens	17.67		17.67	9
6	5	Lintas Media Group	Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	11.96		10.95	4
7	9	Starcom	Expedia, BookMyShow.com, Luminous, Nickelodeon	6.35		6.35	6
8	7	OMD	Clicktable, Monster.com Project	7.34	Standard Chartered Bank	5.83	11
9	8	Lodestar Universal	M.P Birla Group, Duroflex	4.53		4.53	4
10	10	Zenith	Citrus Pay and LazyPay, Lactalis	4.80	Food Panda	3.21	2
11	11	Famous Innovations	Ruosh	2.06		2.06	2
12=	12=	Bottle Openers	Carrier	1.03		1.03	1
12=	12=	Xposure	UCWeb	1.03		1.03	1
14	14	PHD	Kazo, HP(digital)	0.61		0.61	2
15	15	Motivator	Bajaj Corp	0.51		0.51	1
16=	16=	Alliance		0.00		0.00	0
16=	16=	Media Kinnect		0.00		0.00	0
18	18	Madison Media	NestAway	0.69	M.P Birla Cement	-0.32	1
19	19	Vizeum		0.73	Colors	-1.10	4
20	20	Carat	Standard Chartered Bank	3.01	Sony	-3.69	18
						163.6	115

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.