

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / May 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	National Film Development Corp, Kasturi & Sons, Lukup	632.88		632.88	86
2	2	Mullen Lowe Lintas Group	HouseFull, ACT Fibernet	422.23	Axis Bank	412.43	23
3	4	Rediffusion Y&R	Eveready Appliances, Amplifon, British Council, Balmer Lawrie Project	226.50		226.50	11
4	3	Leo Burnett	Google Project, FIAT, Bridgestone, Dosti Realty Project	210.70		210.70	17
5	5	Publicis + Publicis Ambiance	Shop CJ, SonyLiv, Bikaner wala and bikano Project	185.29		185.29	38
6	6	McCann WorldGroup	Staples SBA Project, Leela Hotel Project, 3M Water Purifier Project	179.50	VIP	165.78	33
7	10	Cheil	Aditya Birla Group, National Geographic, Fox Life	113.59		113.59	11
8	7	L&K Saatchi & Saatchi	Mondelez (Gum and Candy), Axis Bank, DS Group Project, Policy Boss	83.65		83.65	10
9	9	Mudra DDB	Hindware Appliances, UNICEF Project, Everest Industries	67.95	L&T Realty	62.80	23
10	8	Soho Square	Faber, Vasmol	61.77		61.77	3
11	23	Ogilvy	Pharmeasy, Hamilton, Robomate+, Future Group	146.88	FIAT	49.16	14
12	21	FCB	Vero Coffee, Jagran Prakashan Brands	41.18	Siemens	38.24	2
13	12	Isobar	Panasonic(Digital)	28.05		28.05	9
14	11	iContract	Garnier (Digital)	27.45		27.45	1
15=	13=	RK Swamy BBDO	Crompton Greaves	20.59		20.59	1
15=	13=	Havas Worldwide	D'lecta	20.59		20.59	1
17=	15=	Whyness	VIP	13.73		13.73	1
17=	15=	Madison	Asian Paints	13.73		13.73	1
17=	15=	BBH	Snapdeal	13.73		13.73	1
20	18	M&C Saatchi	Birla Institute of Technology, Genesis La Mode Project	2.75		2.68	4
21	19	TBWA	Clothing Client	2.40		2.40	1
22	20	Dentsu	TI Cycles (Digital)	34.32	Cremica	-1.71	2
23	22	Bates 141		0.00	Balmer Lawrie Projct	-25.74	0
						2,358.3	293

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / May 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, ESAF Microfinance, Quintessentially Lifestyle Services	298.56		298.56	21
2	2	Lintas Media Group	Reckitt Benckiser, Monster	171.86		171.86	2
3	6	Lodestar Universal	Coca-Cola, Saregama, World Vision India, Sx Sports	193.83	Sony Pictures	159.52	10
4	3	Havas Media	MoneyView.in, Resurgent Rajasthan, PropTiger, Spice Mobility	158.68		158.68	12
5	4	Maxus	OLX, Infiniti Retail (Croma), Droom, Tata Motors	142.42	Nikon	140.70	4
6	5	OMD	Telenor, Met Life, Kamdhenu Paints, Fineti	69.66	Spice Mobility	42.90	6
7	8	Madison Media	Angel Broking, LeEco, Zopper.com	58.34	Amplifon	29.42	3
8	7	Dentsu Media	Electronic Client	39.40	Bridgestone	29.10	7
9	16	Zenith	Lenovo, Abof, Hatsun Agro, AVIVA, Bridgestone	146.02	GPI	21.62	17
10	9	Alliance	Vivo	13.73		13.73	1
11	11	Carat	IT Client	12.93		12.93	18
12	-	FoxyMoron	Ather Energy	10.30		10.30	1
13	10	PHD	Allianz, Hindsiam Bevs	9.65		9.65	2
14	12=	Starcom	Merck	6.86		6.86	1
15=	12=	MediaCom		0.00		0.00	0
15=	12=	Vizeum		0.00		0.00	0
15=	12=	TME		0.00		0.00	0
18	17	MEC	Konark Rajhans Estates	4.46	MetLife	-8.24	1
						1,097.6	106

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.