

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / May 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	Honda Project, Bazar Retail, P&G Gillette Project	55.38		55.38	73
2	2	Ogilvy	National Batteries Project, Syngenta Project, Piramal Housing Finance Project	49.09		49.09	38
3	4	MullenLowe Group Lintar	Too Yumm, Motilal Oswal Financial Services, Micromax	25.64	Croma	24.97	33
4	3	McCann WorldGroup	Sony Electronics, National Skill Development, Roopa & Co Ltd	21.43		21.43	27
5	5	Leo Burnett	Fiat (SI), SBI Life Insurance	18.24		18.24	21
6	6	Publicis + Publicis Ambiance	Linen Club, Indooroopilly Shopping Centre	18.09	MT Educare	17.67	17
7	10	Mudra DDB	Dainik Bhaskar's MY FM, Fino Paytech, Onsite Go	16.92		16.92	41
8	9	Dentsu	Panasonic Project, Jones Lang LaSalle Residential	11.42		11.42	13
9	7	Rediffusion Y&R	News 18.com	11.39		11.39	5
10	8	L&K Saatchi & Saatchi	Tata Realty & Infrastructure, Amway, Bauli Confectionery, Kalyan Jewellers, GKB	8.56		8.56	9
11	14=	Social Kinnect	IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	5.36		5.36	4
12	11	Famous Innovations	Ruosh, Taneira, Livpure	4.69		4.69	3
13	12	DigitalF5	Victorinox digital, Adlabs Imagica	4.02		4.02	2
14	13	Isobar	Sports Client	3.70		3.70	4
15=	14=	Hyphen	Regal Shoes	3.35		3.35	1
15=	14=	Indigo Consulting	Danone Digital	3.35		3.35	1
15=	14=	WATConsult	Brussels Airlines digital	3.35		3.35	2
18	18	Paperboat Brandworks	Lokmat Media, Croma	2.68		2.68	2
19=	40	Cheil	JK Helene Curtis digital	2.01		2.01	1
19=	51	IBD India	KC Milk	2.01		2.01	1
						269.6	298

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / May 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	Food Panda, Patanjali Project, Malabar Gold, Swiggy.com	34.56		34.56	20
2	4	Mindshare	Safillo, JSW Jaigarh Port, Aditya Birla Financial Services, J&K Tourism	29.21		29.21	20
3	5	MEC	NMIMS, Phonepe.Com, Cavinkare, Corvi	25.94	Cigna TTK	25.63	5
4	3	dentsu X	Car Client	25.47		25.47	3
5	8	Lintas Media Group	Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	11.96		11.96	4
6	2	MediaCom	Mars, Goibibo, Bosch-Siemens, Make My Trip, Luxehues	9.09		9.09	7
7	11	OMD	NR Group, Wonderla Holidays Project, Mahesh Oil Project, Colors	7.05	Standard Chartered Bank	5.54	8
8	6	Lodestar Universal	M.P Birla Group, Duroflex	4.53		4.53	4
9	10	Starcom	Luminous, Nickelodeon, Mahindra Holidays & Resorts (Digital)	4.12		4.12	3
10	9	Zenith	Citrus Pay and LazyPay, Lactalis	4.80	Food Panda	3.21	2
11	13	Famous Innovations	Ruosh	2.06		2.06	2
12-	14	Bottle Openers	Carrier	1.03		1.03	1
12-	-	Xposure	UCWeb	1.03		1.03	1
14	15	PHD	Kazo, HP(digital)	0.61		0.61	2
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		0.00	Colors	-1.83	0
20	12	Carat	Standard Chartered Bank	3.01	Sony	-3.69	18
						152.7	102

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.