

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Apr 2018

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	Ogilvy	ICICI Bank, Thermax, Shemaroo, Star Sports Project, Chumbak, AECC Global	42.7		42.7	19
2	2	Mudra DDB	Hindware's Moonbow, Toyota Yaris, VIVO, Future Group Project, Wicked Ride-Metro Bikes	30.8		30.8	18
3	14	J Walter Thompson	Reebok, Haldiram Bhujawala	17.2	Sony Espn	15.2	10
4	5	Publicis + Publicis Ambiance	Ralson, Brand Factory, Times Network, Mobile One, Nitesh Estates	14.0		14.0	10
5	3	TBWA	Intel	13.4		13.4	1
6	4	Leo Burnett	PMI Project, Comio Mobile Project, IndusInd Bank Project	13.3		13.3	70
7	20	Dentsu	Discovery Jeet Project, Intergrow Brands	12.2		12.2	16
8	7=	MullenLowe Group Lintas Group	Bajaj Discover, Too Yumm, Fab India	11.4		11.4	3
9	11	McCann WorldGroup	Apollo Pipes, REC Project, Ikea-MOM Project	12.1	Reebok	10.1	20
10	-	RK Swamy BBDO	MARS International, Super Milk Products, Vakrangee	14.1	Campbell Soup	10.1	4
11	6	Enormous Brands	Dish TV	8.7		8.7	2
12	7=	Merkley+Partners	Land O'Frost	6.7		6.7	1
13=	9	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
13=	10	BC Web Wise	Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital	6.0		6.0	3
15	12	Media Moments	GrabOnRent, VLCC Digital	5.4		5.4	3
16	37	Isobar		4.8		4.8	11
17	13	Fruitbowl Digital	Karvy Group Digital, Society Tea Digital,	4.0		4.0	2
18	17	L&K Saatchi & Saatchi	Muthoot Fin Corp, Blackberrys, Future Generali, Patanjali	3.8		3.8	4
19=	15	Gozoop	Paisalo Digital	3.4		3.4	1
19=	16	Triton Communications	Soujanya, Dainik Bhaskar	4.0		3.4	2
						265.3	232

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	13	dentsu X	Government Client	31.9		31.9	8
2	3	Carat	Microsoft, British Council, ZEE5, Fossil Group	25.3		25.3	31
3	1	Wavemaker	Bisleri, Eureka Forbes, Amway, Dream 11, Aquaguard	25.4	Wipro Consumer Care	19.0	9
4	9	Mindshare	Unibic, Saloni Oil, Hindware, Coverfox	15.1	HSBC	9.2	16
5	2	Lintas Media Group	M G Motors, Mitsubishi	8.6		8.6	2
6	4	PHD	HSBC, Vivo Digital, Angel Wealth	8.4		8.4	3
7	5	Havas Media	Netmeds.com, Bajaj Allianz, FMC India, Clarks Future Footwear	7.7		7.7	4
8	6	Starcom	SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	4.8		4.8	6
9	15	OMD MudraMax	Qantas, Wipro Consumer Care, Adani Wilmar	4.5		4.5	3
10	7	Vizeum	Car Client	4.0		4.0	1
11	8	Zenith	NIIT Digital, Ixigo	3.8		3.8	3
12	10	Publicis Groupe	Campbell Soup	2.1		2.1	1
13	-	Chimp&z Inc	Barista Coffee Company Digital	1.7		1.7	1
14	11	Spark Foundry	Marriott	1.6		1.6	1
15	12	MediaCom	Bose	0.3		0.3	1
16	14	SapientRazorfish	Marriott	0.2		0.2	1
17=	16=	Famous Innovations		0.0		0.0	0
17=	16=	Bottle Openers		0.0		0.0	0
17=	16=	Motivator		0.0		0.0	0
17=	16=	Madison Media		0.0		0.0	0
						131.3	92

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.