

2018 CREATIVE AGENCIES NEW BUSINESS

India / Aug 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	Campus Shoes, Google's Ignition Labs, Uber India Systems Pvt Ltd Project, Wipro Project	73.0	Adani Reality	72.7	35
2	2	Mudra DDB	TCS-iON, Bestochem Pharma, PSI- Contraceptive Folio Campaign Project, Rainbow Hospital Project	79.0		69.0	39
3	3	J Walter Thompson	MOVING PIXELS PRIVATE LIMITED Project, Wipro Project, ICC Business Corporation FZ-LLC Project, Asian Paints Project	52.8	Monte Carlo	48.2	75
4	4	Leo Burnett	Anchor Electricals, Cathay Pacific, California Almonds LB Delhi, Anchor LB Mumbai	37.5		37.5	112
5	5	MullenLowe Group Lintas Group	Pharmeasy Retainer, Modern Bread Retainer, ITC Retainer, Bajaj Discover	35.6		35.6	15
6	8	Publicis + Publicis Ambiance	Genting Cruise Lines Project, NBA, Monte Carlo, Goodricke	27.8	MakeMy Trip	25.8	21
7	7	Isobar	Fashion Brand	23.6		23.6	23
8	6	Dentsu	Discovery Jeet Project, Intergrow Brands, Prosper Fit	25.9	Uber	21.8	17
9	10	TBWA	Intel	13.4		13.4	1
10	9	McCann WorldGroup	Eris Lifesciences, Maverix Platforms Project, Uber Eats Project, Pfizer Project	18.2	Cathay Pacific	12.2	35
11	11	Enormous Brands	Dish TV	12.0		12.0	3
12	12	L&K Saatchi & Saatchi	Birla Liva, Muthoot Fin Corp, Blackberrys	9.8		9.8	6
13	43	ReplIndia	Flipkart Ads	8.7		8.7	2
14	13	FCB	Bisleri Fonzo, Vistara, Tata AIA Life	9.0	GPI	7.3	4
15=	14=	Merkley+Partners	Land O'Frost	6.7		6.7	1
15=	14=	LIQVD ASIA		6.7		6.7	1
17=	16=	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
18	16=	BC Web Wise	Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital	6.0		6.0	3
19	16=	Fruitbowl Digital	Karvy Group Digital, Society Tea Digital, Vidyalankar Group Digital	6.0		6.0	3
20	19=	Media Moments	GrabOnRent, VLCC Digital	5.4		5.4	3
						529.5	454

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Aug 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	4	Mindshare	Unilever AOR (Digital), SBI Life, KCK Agro Products Pvt Ltd, SBI Life Insurance	60.7	HSBC	54.7	32
2	7	MediaCom	Vivo, Bose, I-on D- VOIS communications Private Ltd, Oyster Bath - Wellness by Water, adidas (Buying)	52.4	Revlon Global	51.7	10
3	1	dentsu X	Coolwinks.com	38.7		38.7	13
4	2	Wavemaker	Nestaway, Bisleri, Eureka Forbes, Amway, Dream 11, Aquaguard	40.9	Wipro Consumer Care	34.6	18
5	3	Lodestar Universal	Wipro, IOCL, ClearScore	36.7	Cathay Pacific	31.9	4
6	9	Havas Media	Oyo Rooms Media AOR, OYO, Modern Foods Media AOR, Netmeds.com	18.3	Nestle Skin Health	17.0	12
7	5	Lintas Media Group	Anchor Electricals, M G Motors, Mitsubishi	15.7		15.7	7
8	10	Zenith	MyGlam(Performics) Digital AOR, HDFC Life, Nestle Skin Health, NIIT Digital	14.4	Magicbricks	13.4	11
9	8	Carat	Microsoft, British Council, ZEE5, Fossil Group	25.3	Mother Dairy	12.3	31
10	11	Vizeum	Car Client	5.4		5.4	2
11	13	Starcom	SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	6.9	Mars	3.7	7
12	12	OMD MudraMax	Qantas, Wipro Consumer Care, Adani Wilmar	4.5	Anchor Electricals	2.8	3
13	14	Spark Foundry	Marriott, Lenovo	2.6		2.6	2
14	15	Chimp&z Inc	Barista Coffee Company Digital	1.7		1.7	1
15	17	SapientRazorfish	Marriott	0.2		0.2	1
16=	18=	Publicis Groupe		0.0		0.0	0
16=	18=	Famous Innovations		0.0		0.0	0
16=	18=	Bottle Openers		0.0		0.0	0
19	16	Madison Media	Bajaj Electricals, Continental Coffee	2.7	Oyo Rooms Media AOR	(0.5)	2
20	18=	Motivator		0.0	Disney	(1.3)	0
						269.1	161

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.