

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Dec 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	India Tourism Development Corporation Project, Confederation of Indian Industry Project	90.9	Horlicks	88.4	132
2	2	Ogilvy	HIL Ltd-IPL Project, Kasturi & Sons, I To 1 Help.Net, Amazon Project	76.4	GSK ENO(ATL)	75.9	61
3	3	Leo Burnett	Coca Cola Project, Total Oil Project, Tata Asset Management Project	59.0		59.0	144
4	4	McCann WorldGroup	Smartron, Next Thermal, Boston Scientific Project	43.5		43.5	53
5	6	Rediffusion Y&R	Anmol Industries, Tata Steel, Sonalika Tractors, Government of Maharashtra Project	43.2		43.2	24
6	5	Mudra DDB	Baidyanath Project, 3M - Water Purifiers	39.0		39.0	120
7	7	MullenLowe Group Lintas Group	Xiaomi, Fossil, Quikr, Too Yumm, Motilal Oswal Financial Services, Micromax	37.0	Croma	35.9	36
8	8	Publicis + Publicis Ambiance	Cera, Glenmark Pharma, Zee TV, Big FM, N K Proteins Project, Twitter Project	36.3	Times Group	30.6	33
9	9	Dentsu	Goomo.com, Vieda, MTR Foods and Orkla, Panasonic Project	21.8		21.8	23
10	12	The Womb	ASUS, Axis Mutual Fund AOR , Godrej Tyson	17.6		17.6	16
11	10	FCB	MERCK Consumer Health - Sangobion	21.1		16.1	8
12	11	L&K Saatchi & Saatchi	Varroc, Hero Salute, Sterling Holidays, Tata Realty & Infrastructure, Amway, Bauli Confectionery	12.9		12.9	14
13-	13	DigitalF5	BMW Motorrad, Victorinox (Digital), Adlabs Imagica, Livpure(Digital)	8.7		8.7	5
13-	19	FoxyMoron	Wok To Walk Digital, HOOQ, Blackberrys Digital	8.7		8.7	4
15	14	Isobar	VIP Bags Digital	8.4		8.4	13
16	15	iCubesWire	R K Marble (Digital), Sanghi Cement(Digital), Printronix	7.4		7.4	4
17-	16=	Wieden & Kennedy	Budweiser, Haywards 5000, Dalmia Cement	6.7		6.7	4
17-	16=	Social Kinnect	Indiabulls Ventures, IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	6.7		6.7	5
17-	16=	Langoor	EPSON (Digital), Goodness! (Digital), Tata Sky (Digital)	6.7		6.7	4
17-	29	WATConsult	Brussels Airlines digital, Mamy Poko Pants Digital	6.7		6.7	3
						<b>658.2</b>	<b>803</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Dec 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	Wavemaker	Perfetti Van Melle, ITC Industries, NMIMS, Phonepe.Com	72.6	Cigna TTK	66.6	10
2	2	Havas Media	Muthoot Pappachan Group, PSI, JDE, Opera, Indian Carpet Export Promotion Council	58.5		58.5	41
3	9	Lintas Media Group	Reckitt Benckiser, Lego, Women and Child Development Ministry(Planning)	57.6	Bajaj Finserv	54.9	7
4	3	dentsu X	Car Client	43.9		43.9	9
5	4	Mindshare	Discovery Jeet, Sanofi, IBM, Dyson, Kimberly Clark Milk	52.6	Godrej & Boyce	41.9	37
6	5	Lodestar Universal	Marico, Medlife, Bank of India, BMW, Orient Electric	40.3	Muthoot Pappachan Group	37.6	11
7	6	Zenith	Nestle, Honeywell, Reliance MF SEO	33.8	Food Panda	32.2	8
8	7	MediaCom	Akzo Nobel Paints, Verse Innovation, PayPal, PSA Group Global, Mars, Goibibo	26.4		26.4	13
9	8	Starcom	Fab Hotels, Acko General Insurance(SEO), HDFC Bank Digital Media	28.7	AB Inbev	20.9	21
10	10	OMD MudraMax	Cipla Health, Levi's, The Arya Vaidya Pharmacy, Amagi, Tata Hitachi	17.2	Kraft Heinz	13.4	17
11	11	PHD	Stanley Black & Decker, Cipla, Amaya Gaming, Moolchand Hospitals Project	8.2	Unilever Communications Planning	7.1	9
12	12	Famous Innovations	Ruosh	2.1		2.1	2
13-	13=	Bottle Openers	Carrier	1.0		1.0	1
13-	13=	Xposure	UCWeb	1.0		1.0	1
15	15	Vizeum	Bauli India Bakes & Sweets, Mathrubhumi, A&M Noodles	2.8	Colors	1.0	7
16	16	21N78E	IONA	0.7		0.7	1
17	17	Motivator	Bajaj Corp	0.5		0.5	1
18	18	Carat	Standard Chartered Bank	5.6	Sony	(2.1)	20
19	19	Madison Media	Viacom18, Mi, NestAway, Uber	9.3	Marico	(10.4)	5
						397.2	221

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.