

2018 CREATIVE AGENCIES NEW BUSINESS

India / Dec 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	2	Ogilvy	Kellogg's, UBER INDIA SYSTEMS LTD Project, UNICEF INDIA Project, Zoomcar	98.3	Adani Reality	97.9	46
2	1	Mudra DDB	HomeLane Project, Parle (Krackjack + Monaco) Project, Flipkart, Edelweiss, Union Bank of India	101.6	Samsung Electronics visual display	91.5	49
3	3	J Walter Thompson	Midea Washing Machine, Incor, Vitasoy, Dupont-Coteva	79.4	Kellogg's	61.4	155
4	4	Leo Burnett	Welspun Group, Cholayil (Medimix), Spotify, Viacom 18 - Voot, Skechers	41.9	KEI Industries Retainer	39.8	140
5	6	Publicis + Publicis Ambiance	Ocean Water, Renaissance Jewellery, Netmeds, Dr. Oetker, Storia, Zee 5 Project	38.2	MakeMy Trip	36.2	34
6	5	MullenLowe Group Lintas Group	Pharmeasy Retainer, Modern Bread Retainer, ITC Retainer, Bajaj Discover	35.6		35.6	15
7	7	Dentsu	Mazhavil Manorama, Geojit Financial Services, Discovery Jeet Project, Intergrow Brands, Prosper Fit	39.2	Uber	35.2	25
8	8	Isobar	Marks & Spencer(M&S), Colorbar, Fashion Brand	29.4		29.4	30
9	9	L&K Saatchi & Saatchi	Siemens Home Appliances, Jindal Steel, Titan Taneira, PNB Metlife, Birla Liva	16.9		16.9	12
10	10	McCann WorldGroup	PNB Metlife, Sidbi Project, Cure.Fit Project, Indian Super League (ISL) Project	21.5	Cathay Pacific	15.5	41
11	12	Enormous Brands	Reliance Health Insurance, Dish TV	15.4		15.4	4
12	11	TBWA	Intel	13.4		13.4	1
13	15	ReplIndia	Canon digital, Flipkart Ads	12.1		12.1	3
14	13	Columbus	HDFC Life Insurance, Snapdeal, Gas-O-Fast digital	10.1		10.1	4
15	14	FCB	Kurl-on, Bisleri Fonzo, Vistara, Tata AIA Life	11.7	Education New Zealand	9.9	6
16=	16=	Merkley+Partners	Land O'Frost	6.7		6.7	1
16=	16=	LIQVD ASIA		6.7		6.7	1
18	18	VMLY&R	Abbott ACare Launch, Abbott Pediasure, Castrol Transmax, Hyatt Newsroom	6.3		6.3	8
19=	20	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
19=	21	BC Web Wise	Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital	6.0		6.0	3
						668.4	648

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Dec 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	MediaCom	Vivo, Bose, I-on D- VOIS communications Private Ltd, Oyster Bath - Wellness by Water, adidas (Buying)	53.6	Revlon Global	53.0	11
2	2	Wavemaker	New Balance, Huawei, McCain Foods, Cure Fit	58.1	United Airlines	51.4	22
3	3	Mindshare	BP, General Mills, 3F Industries, Chennai Leisure	76.1	GSK	45.7	38
4	4	Zenith	Luxottica, Lactalis, GSK, Welspun India	41.7	Magicbricks	39.9	15
5	6	Havas Media	KIA India, Voltas Beko Appliances AOR-Integrated, Sri Lanka Tourism AOR-Digital, Oyo Rooms Media AOR	39.6	Nestle Skin Health	38.2	21
6	5	Lodestar Universal	Wipro, IOCL, ClearScore	37.1	Cathay Pacific	32.3	5
7	7	dentsu X	Drivezy, Coolwinks.com	31.3		30.1	18
8	8	Lintas Media Group	Anchor Electricals, M G Motors, Mitsubishi	18.3		15.8	9
9	9	Carat	Microsoft, British Council, ZEE5, Fossil Group	27.9	Mother Dairy	14.9	34
10	16	Motivator	CARS24, VACATIONS EXOTICA, FANTAIN SPORTS PRIVATE LIMITED	13.4		10.4	8
11	10	OMD MudraMax	Qatar Tourism, Daimler, Mobistar, Qantas	15.2	Luxottica	9.9	8
12	13	Spark Foundry	Lenovo / Motorola, AVON, Marriott	5.7		5.7	4
13	11	Starcom	Nykaa, SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	8.6	Mars	5.4	8
14	12	Vizeum	Car Client	5.4		5.4	2
15	21=	Dentsu Aegis Network	Technology Brand	2.4		2.4	2
16	14	Chimp&z Inc	Barista Coffee Company Digital	1.7		1.7	1
17	21=	iProspect	GoAir digital media duties	1.0		1.0	1
18	15	SapientRazorfish	Marriott	0.2		0.2	1
19=	17=	Publicis Groupe		0.0		0.0	0
19=	17=	Famous Innovations		0.0		0.0	0
						343.9	215

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.