

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Feb 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	Shemaroo, Star Sports Project, Sanofi Project	30.7		30.7	13
2	3	Mudra DDB	Hindware, Toyota Yaris, VIVO	18.3		18.3	12
3	-	Enormous Brands	Dish TV	8.7		8.7	2
4-	2	MullenLowe Group Lintas Group	Bajaj Discover	6.7		6.7	1
4-	-	Merkley+Partners	Land O'Frost	6.7		6.7	1
6	5	Publicis + Publicis Ambiance	Times Network, Mobile One, Nitesh Estates	7.6	Zee Entertainment	5.6	4
7	4	McCann WorldGroup	Nokia Handsets, UB Limited, Hero Project	6.5	Reebok	4.5	8
8	-	J Walter Thompson	Reebok	5.8		3.8	6
9-	6	Gozoop	Paisalo Digital	3.4		3.4	1
9-	-	Media Moments	GrabOnRent, VLCC Digital	3.4		3.4	2
11	7	L&K Saatchi & Saatchi	Muthoot Fin Corp, Blackberrys, Future Generali	3.0		3.0	3
12-	11=	FoxyMoron	Aditya Birla Capital Digital	2.0		2.0	1
12-	-	Triton Communications	Soujanya	2.0		2.0	1
12-	-	Columbus	Snapdeal	2.0		2.0	1
15	11=	The Womb	Frigorifico Allana, Saregama India	2.0		2.0	2
16	8	Leo Burnett	Mahindra & Mahindra (SUV) Project, HDFC Bank Project	1.6		1.6	27
17	9	Dentsu	Discovery Jeet Project	1.4		1.4	2
18-	11=	Social Kinnect	DS Group Digital	1.3		1.3	1
18-	-	21N78E	Monocept	1.3		1.3	1
20	10	Grey Group	Bose	0.3		0.3	1
						103.0	94

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Feb 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	3	Wavemaker	Mother Dairy, Shriram Life Insurance, Tata Sky, Perfetti Van Melle	13.0	Campbell Soup	9.3	4
2	8=	Lintas Media Group	M G Motors, Mitsubishi	8.6		8.6	2
3	1	Carat	ZEE5, Franchise India Holdings (FIHL), Fossil Group	6.9		6.9	3
4	2	Vizeum	Car Client	4.0		4.0	1
5	6	Starcom	Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	3.5		3.5	4
6	8=	Zenith	NIIT Digital	2.7		2.7	2
7	4	Havas Media	Bajaj Allianz	2.6		2.6	1
8	-	Publicis Groupe	Campbell Soup	2.1		2.1	1
9	-	Spark Foundry	Marriott	1.6		1.6	1
10	5	MediaCom	Bose	0.3		0.3	1
11	8=	dentsu X	Government Client	3.6	Mother Dairy	0.3	1
12	-	SapientRazorfish	Marriott	0.2		0.2	1
13	7	OMD MudraMax	Qantas	0.1		0.1	1
14-	8=	PHD		0.0		0.0	0
14-	8=	Famous Innovations		0.0		0.0	0
14-	8=	Bottle Openers		0.0		0.0	0
14-	8=	Motivator		0.0		0.0	0
14-	8=	Madison Media		0.0		0.0	0
19	8=	Lodestar Universal		0.0	Mitsubishi	(3.6)	0
20	8=	Mindshare		0.0	Car Client	(3.9)	0
						34.7	23

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.