R3 WORLDWIDE

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Jan 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	ITC Corporate, Andhra Pradesh Government, Alcove Developers	13.6		13.6	9
2	7	MullenLowe Group Lintas Group	Bajaj Discover	6.7		6.7	1
3	6	Mudra DDB	KKR (Kolkata Knight Riders) Project, Wework Project, Sony Espn Project	6.0		6.0	3
4	4	McCann WorldGroup	National Mission for Clean Ganga Project, Brussels Airlines Project, Swiss International Project	3.9		3.9	5
5	8	Publicis + Publicis Ambiance	Times Network, Mobile One, Nitesh Estates	3.6		3.6	3
6	49	Gozoop	Paisalo Digital	3.4		3.4	1
7	12	L&K Saatchi & Saatchi	Muthoot Fin Corp, Blackberrys, Future Generali	3.0		3.0	3
8	3	Leo Burnett	Mahindra & Mahindra (SUV) Project, HDFC Bank Project	1.6		1.6	27
9	9	Dentsu	Discovery Jeet Project	1.4		1.4	2
10	21	Grey Group	Bose	0.3		0.3	1
11=	5	Rediffusion Y&R		0.0		0.0	0
11=	10	The Womb		0.0		0.0	0
11=	11	FCB		0.0		0.0	0
11=	13=	DigitalF5		0.0		0.0	0
11=	13=	FoxyMoron		0.0		0.0	0
11=	15	Isobar		0.0		0.0	0
11=	16	iCubesWire		0.0		0.0	0
11=	17=	Wieden & Kennedy		0.0		0.0	0
11=	17=	Social Kinnect		0.0		0.0	0
11=	17=	Langoor		0.0		0.0	0
						42.1	58

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Jan 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	18	Carat	ZEE5, Franchise India Holdings (FIHL), Fossil Group	6.9		6.9	3
2	15	Vizeum	Car Client	4.0		4.0	1
3	1	Wavemaker	Mother Dairy, Shriram Life Insurance	3.8		3.8	2
4	2	Havas Media	Bajaj Allianz	2.6		2.6	1
5	8	MediaCom	Bose	0.3		0.3	1
6	9	Starcom	Acko General Insurance (SEO), McDonald's (SEO), DHL Singapore (Performance)	0.1		0.1	3
7	10	OMD MudraMax	Qantas	0.1		0.1	1
8=	3	Lintas Media Group		0.0		0.0	0
8=	6	Lodestar Universal		0.0		0.0	0
8=	7	Zenith		0.0		0.0	0
8=	11	PHD		0.0		0.0	0
8=	12	Famous Innovations		0.0		0.0	0
8=	13=	Bottle Openers		0.0		0.0	0
8=	13=	Xposure		0.0		0.0	0
8=	16	21N78E		0.0		0.0	0
8=	17	Motivator		0.0		0.0	0
8=	19	Madison Media		0.0		0.0	0
8=	4	dentsu X		0.0	Mother Dairy	(3.4)	0
8=	5	Mindshare		0.0	Car Client	(3.9)	0
						10.5	12