R3 WORLDWIDE

# 2018 CREATIVE AGENCIES NEW BUSINESS

India / July 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 | Wipro Project , Investica, ICICI Bank,Thermax, Shemaroo, Chumbak | 63.8 | Adani Reality | 63.4 | 31 |
| 2 | 1 | Mudra DDB | Rainbow Hospital Project, Wicked Ride - Metro Bikes Retainer, Telangana government Project | 71.0 | | 61.0 | 35 |
| 3 | 3 | J Walter Thompson | Asian Paints Project, Exide Life Insurance, FICCI | 43.4 | Monte Carlo | 38.8 | 57 |
| 4 | 6 | Leo Burnett | Anchor LB Mumbai, Welspun LB Mumbai, Manipal University Orchard Project | 30.0 | | 30.0 | 96 |
| 5 | 7= | MullenLowe Group Lintas Group | Bajaj Discover, Too Yumm, Fab India, Remit2India | 28.7 | | 28.7 | 12 |
| 6 | 9 | Dentsu | Discovery Jeet Project, Intergrow Brands, Prosper Fit | 25.9 | Uber | 23.9 | 17 |
| 7 | 4 | Isobar | Fashion Brand | 23.6 | | 23.6 | 23 |
| 8 | 5 | Publicis + Publicis Ambiance | Monte Carlo, Goodricke, Funsfood , GPI , Indian Oil , Arttidinox | 22.4 | MakeMy Trip | 20.4 | 19 |
| 9 | 10 | McCann WorldGroup | Pfizer Project, Apollo Pipes, REC Project, Ikea-MOM Project | 16.3 | Reebok | 14.3 | 30 |
| 10 | 7= | TBWA | Intel | 13.4 | | 13.4 | 1 |
| 11 | 12 | Enormous Brands | Dish TV | 12.0 | | 12.0 | 3 |
| 12 | 13 | L&K Saatchi & Saatchi | Muthoot Fin Corp, Blackberrys, Future Generali, Patanjali | 7.8 | | 7.8 | 5 |
| 13 | 18 | FCB | Bisleri Fonzo, Vistara , Tata AIA Life | 9.0 | GPI | 7.3 | 4 |
| 14= | 14 | Merkley+Partners | Land O'Frost | 6.7 | | 6.7 | 1 |
| 14= | 81 | LIQVD ASIA | Zee Media's (ZMCL) | 6.7 | | 6.7 | 1 |
| 16= | 15= | Famous Innovations | VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein | 6.0 | | 6.0 | 3 |
| 16= | 15= | BC Web Wise | Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital | 6.0 | | 6.0 | 3 |
| 16= | 15= | Fruitbowl Digital | Karvy Group Digital, Society Tea Digital, Vidyalankar Group Digital | 6.0 | | 6.0 | 3 |
| 19= | 19= | Media Moments | GrabOnRent, VLCC Digital | 5.4 | | 5.4 | 3 |
| 19= | 19= | Columbus | Snapdeal , Gas-O-Fast digital | 5.4 | | 5.4 | 2 |
| | | | | | | 473.8 | 398 |

R3 WORLDWIDE

# 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / July 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 | dentsu X | Coolwinks.com | 38.7 | | 38.7 | 13 |
| 2 | 3 | Wavemaker | Nestaway, Bisleri, Eureka Forbes, Amway, Dream 11, Aquaguard | 40.9 | Wipro Consumer Care | 34.6 | 18 |
| 3 | 2 | Lodestar Universal | Wipro,IOCL, ClearScore | 36.7 | Mitsubishi | 33.1 | 4 |
| 4 | 5 | Mindshare | SBI Life Insurance, Frankfinn Aviation Services, Instarem | 26.3 | HSBC | 20.4 | 26 |
| 5 | 7 | Lintas Media Group | M G Motors, Mitsubishi, Revlon Global | 14.0 | | 14.0 | 6 |
| 6 | 6 | PHD | Vakrangee Software, DHL Digital, HSBC, Vivo Digital, Angel Wealth | 14.0 | Sports Client | 13.8 | 5 |
| 7 | 14 | MediaCom | Bose, adidas (Buying), Hilton Global | 13.1 | Revlon Global | 12.4 | 6 |
| 8 | 4 | Carat | Microsoft, British Council, ZEE5, Fossil Group | 25.3 | Mother Dairy | 12.3 | 31 |
| 9 | 8 | Havas Media | Netmeds.com, Bajaj Allianz, FMC India, Clarks Future Footwear | 10.3 | | 10.3 | 7 |
| 10 | 10 | Zenith | NIIT Digital, Ixigo, Akash Institute Performance, Welspun, Galderma | 7.5 | Magicbricks | 5.5 | 7 |
| 11 | 11 | Vizeum | Car Client | 5.4 | | 5.4 | 2 |
| 12 | 12 | OMD MudraMax | Qantas, Wipro Consumer Care, Adani Wilmar | 4.5 | | 4.5 | 3 |
| 13 | 9 | Starcom | SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs | 6.9 | Mars | 3.7 | 7 |
| 14 | 13 | Spark Foundry | Marriott, Lenovo | 2.6 | | 2.6 | 2 |
| 15 | 15 | Chimp&z Inc | Barista Coffee Company Digital | 1.7 | | 1.7 | 1 |
| 16 | 16 | Madison Media | Continental Coffee | 1.0 | Nestaway | 0.4 | 1 |
| 17 | 17 | SapientRazorfish | Marriott | 0.2 | | 0.2 | 1 |
| 18= | 18= | Publicis Groupe | | 0.0 | | 0.0 | 0 |
| 18= | 18= | Famous Innovations | | 0.0 | | 0.0 | 0 |
| 18= | 18= | Bottle Openers | | 0.0 | | 0.0 | 0 |
| | | | | | | 212.3 | 140 |

**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.