

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Mar 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	ICICI Bank, Thermax, Shemaroo, Star Sports Project	34.7		34.7	15
2	2	Mudra DDB	Hindware, Toyota Yaris, VIVO, Future Group Project, Wicked Ride-Metro Bikes	30.8		30.8	18
3	-	TBWA	Intel	13.4		13.4	1
4	16	Leo Burnett	Dream11, Bajaj Auto, Nabhiraja Software Design Project	10.0		10.0	61
5	6	Publicis + Publicis Ambiance	Times Network, Mobile One, Nitesh Estates, Club Factory Project, Zee 5 Cafes	10.7	Zee Entertainment	8.7	8
6	3	Enormous Brands	Dish TV	8.7		8.7	2
7=	4=	MullenLowe Group Lintas Group	Bajaj Discover	6.7		6.7	1
7=	4=	Merkley+Partners	Land O'Frost	6.7		6.7	1
9	32	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
10	42	BC Web Wise	Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital	6.0		6.0	3
11	7	McCann WorldGroup	Nokia Handsets, UB Limited, Hero Project	7.8	Reebok	5.8	11
12	9=	Media Moments	GrabOnRent, VLCC Digital	5.4		5.4	3
13	92	Fruitbowl Digital	Karvy Group Digital, Society Tea Digital,	4.0		4.0	2
14	8	J Walter Thompson	Reebok	5.8	Sony Espn	3.8	6
15	9=	Gozoop	Paisalo Digital	3.4		3.4	1
16	12=	Triton Communications	Soujanya, Dainik Bhaskar	4.0		3.4	2
17	11	L&K Saatchi & Saatchi	Muthoot Fin Corp, Blackberrys, Future Generali	3.0		3.0	3
18	23	FCB	Bisleri Fonzo	2.7		2.7	1
19	-	Digitas	Henkel, Mahindra Holidays Project	2.5		2.5	2
20	17	Dentsu	Discovery Jeet Project	2.5		2.5	6
						184.8	168

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Mar 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	Wavemaker	Bisleri, Eureka Forbes, Amway	18.5	Campbell Soup	14.8	7
2	2	Lintas Media Group	M G Motors, Mitsubishi	8.6		8.6	2
3	3	Carat	British Council, ZEE5, Franchise India Holdings (FIHL), Fossil Group	8.6		8.6	4
4	14=	PHD	Vivo Digital, Angel Wealth	6.7		6.7	2
5	7	Havas Media	Bajaj Allianz, FMC India, Clarks Future Footwear	5.0		5.0	3
6	5	Starcom	ACKO General Insurance (SEU), McDonald's (SFO), Ola Cabs	4.2		4.2	5
7	4	Vizeum	Car Client	4.0		4.0	1
8	6	Zenith	NIIT Digital	2.7		2.7	2
9	20	Mindshare	Unibic	6.4	Car Client	2.5	9
10	8	Publicis Groupe	Campbell Soup	2.1		2.1	1
11	9	Spark Foundry	Marriott	1.6		1.6	1
12	10	MediaCom	Bose	0.3		0.3	1
13	11	dentsu X	Government Client	3.6	Mother Dairy	0.3	1
14	12	SapientRazorfish	Marriott	0.2		0.2	1
15	13	OMD MudraMax	Qantas	0.1		0.1	1
16=	14=	Famous Innovations		0.0		0.0	0
16=	14=	Bottle Openers		0.0		0.0	0
16=	14=	Motivator		0.0		0.0	0
16=	14=	Madison Media		0.0		0.0	0
20	19	Lodestar Universal	Wipro	1.7	Mitsubishi	(1.9)	1
						59.9	42

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.