

2018 CREATIVE AGENCIES NEW BUSINESS

India / May 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	Investica, ICICI Bank, Thermax, Shemaroo, Chumbak, AECC Global	46.7		46.3	21
2	2	Mudra DDB	Hindware's Moonbow, Toyota Yaris, VIVO, Hotstar Project, CHAI Project	45.9		45.9	24
3	16	Isobar	Fashion Brand	23.4		23.4	22
4	3	J Walter Thompson	Reebok, Haldiram Bhujawala, UNICEF Project, Confederation of Indian Industries	23.9	Monte Carlo	21.3	21
5	6	Leo Burnett	Bajaj Finserve, Audible Orchard Project, PMI Project	14.9		14.9	73
6=	5	TBWA	Intel	13.4		13.4	1
6=	8	MullenLowe Group Lintas Group	Bajaj Discover, Too Yumm, Fab India, Remit2India	13.4		13.4	4
8	7	Dentsu	Discovery Jeet Project, Intergrow Brands, Prosper Fit	12.8		12.8	17
9	4	Publicis + Publicis Ambiance	Monte Carlo, Goodricke, Funsfood	12.6	MakeMy Trip	10.6	14
10	9	McCann WorldGroup	Pfizer Project, Apollo Pipes, REC Project, Ikea-MOM Project	12.6	Reebok	10.6	21
11	10	RK Swamy BBDO	MARS International, Super Milk Products, Vakrangee	14.1	Campbell Soup	10.1	4
12	11	Enormous Brands	Dish TV	8.7		8.7	2
13	18	L&K Saatchi & Saatchi	Muthoot Fin Corp, Blackberrys, Future Generali, Patanjali	7.8		7.8	5
14	12	Merkley+Partners	Land O'Frost	6.7		6.7	1
15=	13=	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
15=	13=	BC Web Wise	Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital	6.0		6.0	3
15=	17	Fruitbowl Digital	Karvy Group Digital, Society Tea Digital, Vidyalankar Group Digital	6.0		6.0	3
18	15	Media Moments	GrabOnRent, VLCC Digital	5.4		5.4	3
19	42	VML	Abbott Pediasure, Castrol Transmax, Hyatt Newsroom	4.3		4.3	6
20	22	FCB	Bisleri Fonzo, Vistara	4.7		4.1	2
						337.0	283

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / May 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	33.0		33.0	9
2	2	Carat	Microsoft, British Council, ZEE5, Fossil Group	25.3	Mother Dairy	22.0	31
3	3	Wavemaker	Nestaway, Bisleri, Eureka Forbes, Amway, Dream 11, Aquaguard	26.1	Wipro Consumer Care	19.7	10
4	6	PHD	Vakrangee Software, DHL Digital, HSBC, Vivo Digital, Angel Wealth	14.0		13.8	5
5	5	Lintas Media Group	M G Motors, Mitsubishi	9.9		9.9	4
6	4	Mindshare	Unibic, Saloni Oil, Hindware, Coverfox	15.1	HSBC	9.2	16
7	7	Havas Media	Netmeds.com, Bajaj Allianz, FMC India, Clarks Future Footwear	7.7		7.7	4
8	8	Starcom	SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	6.9		6.9	7
9	11	Zenith	NIIT Digital, Ixigo, Akash Institute Performance, Welspun, Galderma	6.9		6.9	6
10	10	Vizeum	Car Client	5.4		5.4	2
11	9	OMD MudraMax	Qantas, Wipro Consumer Care, Adani Wilmar	4.5		4.5	3
12	13	Chimp&z Inc	Barista Coffee Company Digital	1.7		1.7	1
13	14	Spark Foundry	Marriott	1.6		1.6	1
14	15	MediaCom	Bose	0.3		0.3	1
15	16	SapientRazorfish	Marriott	0.2		0.2	1
16=	12	Publicis Groupe		0.0		0.0	0
16=	17=	Famous Innovations		0.0		0.0	0
16=	17=	Bottle Openers		0.0		0.0	0
16=	17=	Motivator		0.0		0.0	0
20	17=	Madison Media	Continental Coffee	1.0	Welspun	(0.6)	1
						140.0	103

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.