

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Nov 2017

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	J Walter Thompson	India Tourism Development Corporation Project, Confederation of Indian Industry Project	90.9	Horticks	88.4	132
2	2	Ogilvy	HIL Ltd-IPL Project, Kasturi & Sons, I To 1 Help.Net, Amazon Project	76.4	GSK ENO(ATL)	75.9	61
3	3	Leo Burnett	Emami Agrotech Project, Bajaj Allianz Project, Angel Broking	53.0		53.0	116
4	4	McCann WorldGroup	Smartron, Next Thermal, Boston Scientific Project	43.5		43.5	53
5	5	Mudra DDB	Bhim/Rupay, Hotstar OTT Project, L'Oreal Professional	38.5		38.5	118
6	8	Rediffusion Y&R	Tata Steel, Sonalika Tractors, Government of Maharashtra Project	36.6		36.6	20
7	6	MullenLowe Group Lintas Group	Fossil, Quikr, Too Yumm, Motilal Oswal Financial Services, Micromax	30.3	Croma	29.2	35
8	7	Publicis + Publicis Ambiance	Cera, Glenmark Pharma, Zee TV, Big FM, N K Proteins Project	30.8	Times Group	28.3	31
9	9	Dentsu	Goomo.com, Vieda, MTR Foods and Orkla, Panasonic Project	21.6		21.6	22
10	30	FCB	MERCK Consumer Health - Sangobion	21.1		16.1	8
11	10	L&K Saatchi & Saatchi	Varroc, Hero Salute, Sterling Holidays, Tata Realty & Infrastructure	12.9		12.9	14
12	12	The Womb	Axis Mutual Fund, ASUS, Godrej Tyson, Honeywell Air Purifiers	8.8		8.8	8
13	11	DigitalF5	BMW Motorrad, Victorinox (Digital), Adlabs Imagica, Livpure(Digital)	8.7		8.7	5
14	17	Isobar	VIP Bags Digital	8.4		8.4	13
15	13	iCubesWire	R K Marble (Digital), Sanghi Cement(Digital), Printronix	7.4		7.4	4
16-	14=	Wieden & Kennedy	Budweiser, Haywards 5000, Dalmia Cement	6.7		6.7	4
16-	14=	Social Kinnect	Indiabulls Ventures, IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	6.7		6.7	5
16-	14=	Langoor	EPSON (Digital), Goodness! (Digital), Tata Sky (Digital)	6.7		6.7	4
19	18	FoxyMoron	Wok To Walk Digital, HOOQ	5.4		5.4	3
20	19	Grey Group	Raymond, Indian Oil Corporation Project, Dell Project	5.3		5.3	16
						620.1	754

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Nov 2017

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	MEC	ITC Industries, NMIMS, Phonepe.Com, Cavinkare, Corvi	70.9	Cigna TTK	64.9	9
2	2	Havas Media	Muthoot Pappachan Group, PSI, JDE, Opera, Indian Carpet Export Promotion Council	58.5		58.5	41
3	4	dentsu X	Car Client	43.9		43.9	9
4	5	Mindshare	Discovery Jeet, Sanofi, IBM, Dyson, Kimberly Clark Milk	52.6	Godrej & Boyce	41.9	37
5	3	Lodestar Universal	Marico, Medlife, Bank of India, BMW, Orient Electric	40.3	Muthoot Pappachan Group	37.6	11
6	9	Zenith	Nestle, Honeywell, Reliance MF SEO	33.8	Food Panda	32.2	8
7	6	MediaCom	Akzo Nobel Paints, Verse Innovation, PayPal, PSA Group Global, Mars, Goibibo	26.4		26.4	13
8	7	Starcom	HDFC Bank Digital Media, McDonald's Performance Marketing, HDFC Ergo Digital Media	26.9	Sanofi	21.7	19
9	8	Lintas Media Group	Lego, Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	23.3	Bajaj Finserv	20.6	6
10	10	OMD MudraMax	Levi's, The Arya Vaidya Pharmacy, Amagi, Tata Hitachi, Dalmia Cement Bharat, Clicktable	16.2	Kraft Heinz	12.4	16
11	11	PHD	Stanley Black & Decker, Cipla, Amaya Gaming, Moolchand Hospitals Project	5.5	Unilever Communications Planning	4.5	8
12	12	Famous Innovations	Ruosh	2.1		2.1	2
13=	13=	Bottle Openers	Carrier	1.0		1.0	1
13=	13=	Xposure	UCWeb	1.0		1.0	1
15	15	Vizeum	Bauli India Bakes & Sweets, Mathrubhumi, A&M Noodles	2.8	Colors	1.0	7
16	16	21N78E	IONA	0.7		0.7	1
17	17	Motivator	Bajaj Corp	0.5		0.5	1
18	18	Carat	Standard Chartered Bank	5.6	Sony	(2.1)	20
19	19	Madison Media	Viacom18, Mi, NestAway, Uber	9.3	Marico	(10.4)	5
						358.3	215

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.