

2018 CREATIVE AGENCIES NEW BUSINESS

India / Nov 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	Mudra DDB	HomeLane Project, Parle (Krackjack + Monaco) Project, Flipkart, Edelweiss, Union Bank of India	101.6		91.5	49
2	2	Ogilvy	UBER INDIA SYSTEMS LTD Project, UNICEF INDIA Project, Zoomcar, KEI Industries Retainer	84.9	Adani Realty	84.5	45
3	3	J Walter Thompson	Midea Washing Machine, Incor, Vitasoy, Dupont-Coteva	77.5	Monte Carlo	72.9	149
4	4	Leo Burnett	Spotify, Viacom 18 - Voot, Skechers, CIGNATTK HEALTH INSURANCE COMPANY LIMITED	39.7	KEI Industries Retainer	37.7	138
5	5	MullenLowe Group Lintas Group	Pharmeasy Retainer, Modern Bread Retainer, ITC Retainer, Bajaj Discover	35.6		35.6	15
6	6	Publicis + Publicis Ambiance	Dr. Oetker, Storia, Zee 5 Project, Vivo Project, Genting Cruise Lines Project	34.9	MakeMy Trip	32.9	29
7	7	Dentsu	Mazhavil Manorama, Geojit Financial Services, Discovery Jeet Project, Intergrow Brands, Prosper Fit	35.9	Uber	31.8	24
8	8	Isobar	Marks & Spencer(M&S), Colorbar, Fashion Brand	29.4		29.4	30
9	11	L&K Saatchi & Saatchi	Jindal Steel, Titan Taneira, PNB Metlife, Birla Liva, Muthoot Fin Corp	15.6		15.6	11
10	9	McCann WorldGroup	PNB Metlife, Sidbi Project, Cure.Fit Project, Indian Super League (ISL) Project	21.5	Cathay Pacific	15.5	41
11	10	TBWA	Intel	13.4		13.4	1
12	12	Enormous Brands	Dish TV	12.0		12.0	3
13	14	Columbus	HDFC Life Insurance, Snapdeal, Gas-O-Fast digital	10.1		10.1	4
14	15	FCB	Kurl-on, Bisleri Fonzo, Vistara, Tata AIA Life	11.7	GPI	10.0	5
15	13	ReplIndia	Flipkart Ads	8.7		8.7	2
16=	16=	Merkley+Partners	Land O'Frost	6.7		6.7	1
16=	16=	LIQVD ASIA		6.7		6.7	1
18=	18=	VMLY&R	Abbott ACare Launch, Abbott Pediasure, Castrol Transmax, Hyatt Newsroom	6.3		6.3	8
18=	18=	Rediffusion VMLY&R	Abbott ACare Launch	6.3		6.3	8
20	20	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
						652.8	635

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Nov 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	MediaCom	Vivo, Bose, I-onÂ D- VOIS communications Private Ltd, Oyster Bath - Wellness by Water, adidas (Buying)	53.6	Revlon Global	53.0	11
2	2	Wavemaker	Huawei, McCain Foods, Cure Fit, Acko	58.1	United Airlines	51.4	22
3	3	Mindshare	BP, General Mills, 3F Industries, Chennai Leisure	76.1	GSK	45.7	38
4	5	Zenith	Luxottica, Lactalis, GSK, Welspun India	41.7	Magicbricks	40.6	15
5	6	Lodestar Universal	Wipro,IOCL, ClearScore	37.1	Cathay Pacific	32.3	5
6	7	Havas Media	Voitas Beko Appliances AOR-Integrated, Sri Lanka Tourism AOR-Digital, Oyo Rooms Media AOR, OYO	32.7	Nestle Skin Health	31.3	20
7	4	dentsu X	Drivezy, Coolwinks.com	31.3		30.1	18
8	8	Lintas Media Group	Anchor Electricals, M G Motors, Mitsubishi	18.3		15.8	9
9	9	Carat	Microsoft, British Council, ZEE5, Fossil Group	25.3	Mother Dairy	12.3	31
10	10	OMD MudraMax	Daimler, Mobistar, Qantas, Wipro Consumer Care, Adani Wilmar	15.1	Luxottica	9.7	7
11	11	Starcom	Nykaa, SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	8.6	Mars	5.4	8
12	12	Vizeum	Car Client	5.4		5.4	2
13	13	Spark Foundry	AVON, Marriott, Lenovo	2.7		2.7	3
14	14	Chimp&z Inc	Barista Coffee Company Digital	1.7		1.7	1
15	15	SapientRazorfish	Marriott	0.2		0.2	1
16	16	Motivator	Zoomcar	1.4		0.1	1
17=	17=	Publicis Groupe		0.0		0.0	0
17=	17=	Famous Innovations		0.0		0.0	0
17=	17=	Bottle Openers		0.0		0.0	0
20	20	Madison Media	Bajaj Electricals, Continental Coffee	2.7	Oyo Rooms Media AOR	(0.5)	2
						318.3	199

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.