

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Oct 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	Flight Raja Travels Project, Milton, Hyundai Motors Project	83.2	Horlicks	80.8	104
2	2	Ogilvy	Kasturi & Sons, I To 1 Help.Net, Amazon Project	74.4	GSK ENO(ATL)	73.9	60
3	3	Leo Burnett	Emami Agrotech Project, Bajaj Allianz Project, Angel Broking	53.0		53.0	116
4	4	McCann WorldGroup	UP Tourism, ITC Classmate, Facebook Project	41.6		41.6	48
5	5	Mudra DDB	JFF, Future Lifestyle, Cipla Mass Media + Digital	34.7		34.7	112
6	6	MullenLowe Group Lintas Group	Fossil, Quikr, Too Yumm, Motilal Oswal Financial Services, Micromax	30.3	Croma	29.7	35
7	7	Publicis + Publicis Ambiance	Cera, Glenmark Pharma, Zee TV, Big FM, N K Proteins Project	30.8	Times Group	28.3	31
8	8	Rediffusion Y&R	Tata Steel, Sonalika Tractors, Government of Maharashtra Project	22.8		22.8	15
9	9	Dentsu	Vieda, MTR Foods and Orkla, Panasonic Project, Jones Lang LaSalle Residential	17.7		17.7	20
10	10	L&K Saatchi & Saatchi	Varroc, Hero Salute, Sterling Holidays, Tata Realty & Infrastructure, Amway, Bauli Confectionery	12.9		12.9	14
11	11	DigitalF5	BMW Motorrad, Victorinox (Digital), Adlabs Imagica, Livpure(Digital)	8.7		8.7	5
12	12	The Womb	ASUS, Godrej Tyson, Honeywell Air Purifiers	7.4		7.4	7
13	16	iCubesWire	R K Marble (Digital), Sanghi Cement(Digital), Printronix	7.4		7.4	4
14=	13=	Wieden & Kennedy	Budweiser, Haywards 5000, Dalmia Cement	6.7		6.7	4
14=	13=	Social Kinnect	Indiabulls Ventures, IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	6.7		6.7	5
14=	13=	Langoor	EPSON (Digital), Goodness! (Digital), Tata Sky (Digital)	6.7		6.7	4
17	17	Isobar	VIP Bags Digital	5.7		5.7	7
18	18	FoxyMoron	Wok To Walk Digital, HOOQ	5.4		5.4	3
19	-	Grey Group	Raymond, Indian Oil Corporation Project, Dell Project	5.3		5.3	16
20	19=	Scarecrow	ArthImpact Digital	4.7		4.7	3
						5661.5	695

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Oct 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	3	Wavemaker	ITC Industries, NMIMS, Phonepe.Com, Cavinkare, Corvi	70.9	Cigna TTK	64.9	9
2	1	Havas Media	JDE, Opera, Indian Carpet Export Promotion Council	53.0		53.0	39
3	7	Lodestar Universal	Marico, Medlife, Bank of India, BMW, Orient Electric	40.3		40.3	11
4	2	dentsu X	Car Client	34.0		34.0	8
5	5	Mindshare	IBM, Dyson, Kimberly Clark Milk, Ravindranath GE Medical Associates	41.5	Godrej & Boyce	30.8	27
6	4	MediaCom	Verse Innovation, PayPal, PSA Group Global, Mars, Goibibo	26.3		26.3	12
7	6	Starcom	Godrej & Boyce, Lenskart, BookMyShow	23.5	Richemont	20.8	12
8	10	Lintas Media Group	Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	22.3	Bajaj Finserv	19.6	5
9	8	Zenith	Honeywell, Reliance MF SEO, Nestle Nutrition (performance)	13.2	Food Panda	11.6	7
10	9	OMD MudraMax	Amagi, Tata Hitachi, Dalmia Cement Bharat, Clicktable	14.1	Kraft Heinz	10.2	14
11	11	PHD	Cipla, Amaya Gaming, Moolchand Hospitals Project	5.2		5.2	7
12	12	Famous Innovations	Ruosh	2.1		2.1	2
13=	14=	Bottle Openers	Carrier	1.0		1.0	1
13=	14=	Xposure	UCWeb	1.0		1.0	1
15	16	Vizeum	Bauli India Bakes & Sweets, Mathrubhumi, A&M Noodles	2.8	Colors	1.0	7
16	17	21N78E	IONA	0.7		0.7	1
17	18	Motivator	Bajaj Corp	0.5		0.5	1
18	19	Carat	Standard Chartered Bank	5.6	Sony	(1.1)	20
19	13	Madison Media	Viacom18, Mi, NestAway, Uber	9.3	Marico	(8.8)	5
						313.1	189

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.