

2018 CREATIVE AGENCIES NEW BUSINESS

India / Oct 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	Zoomcar, UNICEF Project, Uber Project, KEI Industries Retainer, Make a Difference Project	82.8	Adani Realty	82.4	43
3	3	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Tinder Project, Aditya Birla Project	67.9	Monte Carlo	63.3	116
4	4	Leo Burnett	CIGNATTK HEALTH INSURANCE COMPANY LIMITED, IFFCO, PMI - Maestro, Bridgestone, Ministry of New & Renewable Energy Project	39.2	KEI Industries Retainer	37.2	131
5	5	MullenLowe Group Lintas Group	Pharmeasay Retainer, Modern Bread Retainer, ITC Retainer, Bajaj Discover	35.6		35.6	15
6	7	Publicis + Publicis Ambiance	Dr. Oetker, Storia, Zee 5 Project, Vivo Project, Genting Cruise Lines Project	34.9	MakeMy Trip	32.9	29
7	8	Dentsu	Mazhavil Manorama, Geojit Financial Services, Discovery Jeet Project, Intergrow Brands, Prosper Fit	35.9	Uber	31.8	24
8	6	Isobar	Marks & Spencer(M&S), Colorbar, Fashion Brand	29.4		29.4	30
9	10	McCann WorldGroup	Sidbi Project, Cure.Fit Project, Indian Super League (ISL) Project, KingFisher Craft Beer, Eris Lifesciences	20.9	Cathay Pacific	14.8	40
10	9	TBWA	Intel	13.4		13.4	1
11	12	L&K Saatchi & Saatchi	Jindal Steel, Titan Taneira, PNB Metlife, Birla Liva, Muthoot Fin Corp	12.9		12.9	10
12	11	Enormous Brands	Dish TV	12.0		12.0	3
13	13	ReplIndia	Flipkart Ads	8.7		8.7	2
14	23	Columbus	HDFC Life Insurance, Snapdeal, Gas-O-Fast digital	7.4		7.4	3
15	14	FCB	Bisleri Fonzo, Vistara, Tata AIA Life	9.0	GPI	7.3	4
16=	15=	Merkley+Partners	Land O'Frost	6.7		6.7	1
16=	15=	LIQVD ASIA		6.7		6.7	1
18=	17=	VMLY&R	Abbott Pediasure, Castrol Transmax, Hyatt Newsroom	6.3		6.3	7
18=	17=	Rediffusion VMLY&R		6.3		6.3	7
20	19=	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
						626.6	584

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Oct 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	5	Wavemaker	Cure Fit, Acko, Nestaway, Bisleri, Eureka Forbes	49.5	United Airlines	42.8	20
3	4	Mindshare	General Mills, 3F Industries, Chennai Leisure, Unilever AOR (Digital), SBI Life	74.8	GSK	42.1	37
4	3	dentsu X	Drivezy, Coolwinks.com	41.6		41.6	18
5	2	Zenith	GSK, Welspun India, MyGlam(Performics) Digital AOR, HDFC Life, Nestle Skin Health	39.8	Magicbricks	38.8	13
6	6	Lodestar Universal	Wipro,IOCL, ClearScore	36.7	Cathay Pacific	31.9	4
7	7	Havas Media	Voltas Beko Appliances AOR-Integrated, Sri Lanka Tourism AOR-Digital, Oyo Rooms Media AOR, OYO	32.7	Nestle Skin Health	31.3	20
8	8	Lintas Media Group	Anchor Electricals, M G Motors, Mitsubishi	15.7		13.2	7
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	Intel	11.4	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	Marriott, Lenovo	2.6		2.6	2
14	14	Chimp&z Inc	Barista Coffee Company Digital	1.7		1.7	1
15	15	SapientRazorfish	Marriott	0.2		0.2	1
16	20	Motivator	Zoomcar	1.4		0.1	1
17=	16=	Publicis Groupe		0.0		0.0	0
17=	16=	Famous Innovations		0.0		0.0	0
17=	16=	Bottle Openers		0.0		0.0	0
20	19	Madison Media	Bajaj Electricals, Continental Coffee	2.7	Oyo Rooms Media AOR	(0.5)	2
						314.5	190

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.