

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Sep 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	83.1	Horlicks	80.6	103
2	2	Ogilvy	Kasturi & Sons, I To 1 Help.Net, Amazon Project	74.4		74.4	60
3	3	Leo Burnett	PSI, General Mills Project, Fiat (SI), SBI Life Insurance	46.0		46.0	72
4	4	McCann WorldGroup	L'Oreal, Rupa & Co, MRM Dubai Project	37.8		37.8	45
5	6	Mudra DDB	Royal Enfield Digital, Marsh & McLennan, Acharya Institute	32.7		32.7	102
6	5	MullenLowe Group Lintas Group	Quikr, Too Yumm, Motilal Oswal Financial Services, Micromax	29.0	Croma	28.3	34
7	7	Publicis + Publicis Ambiance	Zee TV, Big FM, N K Proteins Project	29.3	Times Group	26.8	29
8	8	Rediffusion Y&R	Tata Steel, Sonalika Tractors, Great Lakes Institute Project	22.7		22.7	14
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	Hero Salute, Sterling Holidays, Tata Realty & Infrastructure, Amway, Bauli Confectionery	12.0		12.0	13
11	11	DigitalF5	BMW Motorrad, Victorinox (Digital), Adlabs Imagica, Livpure(Digital)	8.7		8.7	5
12	-	The Womb	ASUS, Godrej Tyson, Honeywell Air Purifiers	7.4		7.4	7
13-	12=	Wieden & Kennedy	Budweiser, Haywards 5000, Dalmia Cement	6.7		6.7	4
13-	12=	Social Kinnect	Indiabulls Ventures, IDBI Federal Life Insurance, Everyuth Naturals Digital, Jealous 21	6.7		6.7	5
13-	12=	Langoor	EPSON (Digital), Goodness! (Digital), Tata Sky (Digital)	6.7		6.7	4
16	16	iCubesWire	Sanghi Cement(Digital), Printronix	6.0		6.0	3
17	17	Isobar	VIP Bags Digital	5.7		5.7	7
18	-	FoxyMoron	Wok To Walk Digital, HOOQ	5.4		5.4	3
19-	15	Famous Innovations	Ruosh, Taneira, Livpure	4.7		4.7	3
19-	22	Scarecrow	ArthImpact Digital	4.7		4.7	3
						5336.7	608

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Sep 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	Havas Media	Sharekhan, Bajaj Finserv, Glen Home Appliances	46.6		46.6	33
2	3	dentsu X	Car Client	31.6		31.6	7
3	2	Wavemaker	NMIMS, Phonepe.Com, Cavinkare, Corvi	36.9	Cigna TTK	30.9	7
4	4	MediaCom	Verse Innovation, PayPal, PSA Group Global, Mars, Goibibo	26.3		26.3	12
5	6	Mindshare	IBM, Dyson, Kimberly Clark Milk, Ravindranath GE Medical Associates	33.3	Godrej & Boyce	22.6	26
6	7	Starcom	Godrej & Boyce, Lenskart, BookMyShow	24.5		21.9	13
7	5	Lodestar Universal	Bank of India, BMW, Orient Electric, M.P Birla Group, Duroflex	21.8		21.8	9
8	10	Zenith	Honeywell, Reliance MF SEO, Nestle Nutrition (performance)	13.2	Food Panda	11.6	7
9	8	OMD MudraMax	Amagi, Tata Hitachi, Dalmia Cement Bharat, Clicktable	14.1	Kraft Heinz	10.2	14
10	9	Lintas Media Group	Women and Child Development Ministry(Planning), RP Sanjiv Goenka Group	12.0	Bajaj Finserv	9.3	4
11	16	PHD	Kazo, HP(digital)	3.4		3.4	3
12	11	Famous Innovations	Ruosh	2.1		2.1	2
13	18	Madison Media	NestAway, Uber	2.4	M.P Birla Cement	1.4	3
14=	12=	Bottle Openers	Carrier	1.0		1.0	1
14=	12=	Xposure	UCWeb	1.0		1.0	1
16	14	Vizeum	Bauli India Bakes & Sweets, Mathrubhumi, A&M Noodles	2.8	Colors	1.0	7
17	15	21N78E	IONA	0.7		0.7	1
18	17	Motivator	Bajaj Corp	0.5		0.5	1
19	19	Carat	Standard Chartered Bank	5.6	Sony	(1.1)	20
						2426.2	171

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.