

## 2018 CREATIVE AGENCIES NEW BUSINESS

India / Sep 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	2	Mudra DDB	Edelweiss, Union Bank of India, Indiabulls Project, TCS-ION, Bestochem Pharma	93.1		83.1	43
2	1	Ogilvy	KEI Industries, Make a Difference Project, Dharma Productions Project, Campus Shoes, Google's Ignition Labs	75.8	Adani Reality	75.4	38
3	3	J Walter Thompson	Coromandel Fertilizers, Odisha HWC Project, Khimji, MOVING PIXELS PRIVATE LIMITED Project, Wipro Project	59.1	Monte Carlo	54.4	97
4	4	Leo Burnett	Bridgestone, Ministry of New & Renewable Energy Project, Anchor Electricals, Cathay Pacific	39.1	KEI Industries Retainer	37.1	128
5	5	MullenLowe Group Lintas Group	Pharameasy, Modern Bread, ITC Retainer, Bajaj Discover	35.6		35.6	15
6	7	Isobar	Marks & Spencer(M&S), Colorbar, Fashion Brand	29.4		29.4	30
7	6	Publicis + Publicis Ambiance	Storia, Zee 5 Project, Vivo Project, Genting Cruise Lines Project, NBA	29.5	MakeMy Trip	27.5	25
8	8	Dentsu	Mazhavil Manorama, Geojit Financial Services, Discovery Jeet Project, Intergrow Brands, Prosper Fit	29.8	Uber	25.8	21
9	9	TBWA	Intel	13.4		13.4	1
10	10	McCann WorldGroup	KingFisher Craft Beer, Eris Lifesciences, Maverix Platforms Project, Uber Eats Project	19.1	Cathay Pacific	13.1	36
11	11	Enormous Brands	Dish TV	12.0		12.0	3
12	12	L&K Saatchi & Saatchi	Birla Liva, Muthoot Fin Corp, Blackberrys	9.8		9.8	6
13	13	ReplIndia	Flipkart Ads	8.7		8.7	2
14	14	FCB	Bisleri Fonzo, Vistara, Tata AIA Life	9.0	GPI	7.3	4
15=	15=	Merkley+Partners	Land O'Frost	6.7		6.7	1
15=	15=	LIQVD ASIA		6.7		6.7	1
17=	24	VMLY&R	Abbott Pediasure, Castrol Transmax, Hyatt Newsroom	6.3		6.3	7
17=	43	Rediffusion VMLY&R		6.3		6.3	7
19=	17=	Famous Innovations	VIP Innerwear, Phoenix Marketcity, Nestle Resource High Protein	6.0		6.0	3
19=	18	BC Web Wise	Kangaroo Kids Education Digital, Astral Pipes Digital, International Travel House Digital	6.0		6.0	3
						580.1	534

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Sep 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	2	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	8	Zenith	GSK, Welspun India, MyGlamm(Performics) Digital AOR, HDFC Life, Nestle Skin Health	39.8	Magicbricks	38.8	13
3	3	dentsu X	Coolwinks.com	38.7	Marriott	38.7	13
4	1	Mindshare	3F Industries, Chennai Leisure, Unilever AOR (Digital), SBI Life, KCK Agro Products Pvt Ltd	70.4	GSK	37.6	36
5	4	Wavemaker	Nestaway, Bisleri, Eureka Forbes, Amway, Dream 11, Aquaguard	40.9	United Airlines	34.2	18
6	5	Lodestar Universal	Wipro, IOCL, ClearScore	36.7	Cathay Pacific	31.9	4
7	6	Havas Media	Volta Beko Appliances AOR- Integrated, Sri Lanka Tourism AOR- Digital, Oyo Rooms Media AOR	31.7	Nestle Skin Health	30.3	19
8	7	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	12	OMD MudraMax	Mobistar, Qantas, Wipro Consumer Care, Adani Wilmar	9.6	Intel	5.9	4
11	11	Starcom	Nykaa, SRL Diagnostics, Acko General Insurance (SEO), McDonald's (SEO), Ola Cabs	8.6	Mars	5.4	8
12	10	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=	16=	Publicis Groupe		0.0		0.0	0
16=	16=	Famous Innovations		0.0		0.0	0
16=	16=	Bottle Openers		0.0		0.0	0
19	19	Madison Media	Bajaj Electricals, Continental Coffee	2.7	Oyo Rooms Media AOR	(0.5)	2
20	20	Motivator		0.0	Disney	(1.3)	0
						290.6	177

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.