

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Nov 2015

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	Plobal, Roche Diagnostics, Orient	940.07	VLCC	877.88	118
2	2	Mullen Lowe Lintas Group	Market Places, Voonik Tech, RSPL Brands,	850.78	Vision Rx	803.06	56
3	3	Leo Burnett	HDFC Bank, Jeep, General Mills(Digital)	745.42	TV Today Network	710.15	75
4	4	Ogilvy	World Gold Council, Lodha Group, ICICI Lombard, Q Mobile Project	640.96	Incredible India	499.71	78
5	5	Mudra DDB	Portea, IFB(Digital), Water-Aid Project, Mahindra Reva Project	368.03	ICICI Lombard	338.79	82
6	6	McCann WorldGroup	Bill & Melinda Gates Foundation, Nestle Project, Invisalign	389.27	Kelvinator	317.66	32
7	8	M&C Saatchi	Ru Films Project, Jasmeet Marwah Project, Kaama Impex Project	342.99	Pushpanjali Realms	311.68	12
8	7	Grey Group	Reliance Mutual Fund(Digital), Rajesh Estates & Nirman, Forum Projects	295.45		295.45	25
9	9	Publicis + Publicis Ambiance	Cremica, Heineken, Times Television Network, Anita Dongre Project	309.81	Mcvities	204.08	85
10	10	Rediffusion Y&R	Hiland Santiniketan Project, Vision Rx, AMB Developers, MTDC	158.61		158.61	7
11	13	Cheil	Jet Airways (Digital), HCL Avitas (Digital), adidas, Inshorts (ATL)	99.52		99.52	20
12	12	Dentsu	QIKU(Digital), Phillips Home Appliances Project, Facebook Project	133.91	Spicejet	124.58	24
13	11	Contract Advertising	Kelvinator, Sansui	55.98		55.98	4
14	14	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	79.30	General Mills	25.04	4
15	15	Percept	Sleepwell	31.10	DB Heights	21.77	1
16	16	Bates 141	Kelzai Secrets	18.66	DEN Network	17.63	1
17	17	L&K Saatchi & Saatchi	Acer, Hamdard	27.99	Savlon	8.53	2
18	19	TBWA	Hinustan Times - Studymate Project, The Claridges, Go Daddy Project	9.02		6.84	12
19	18	SapientNitro	Education Client	6.22		6.22	1
20-	20=	Havas Worldwide		0.00		0.00	0
20-	20=	Wieden & Kennedy		0.00		0.00	0
20-	20=	Iris		0.00		0.00	0
23	23	Madison		0.00	Desh Ka Namak	-0.62	0
24	24	BBH		0.00	Viber Media	-18.66	0
25	25	FCB		0.00	Snap Deal(ATL)	-50.38	0
						4,813.5	639

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Nov 2015

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	5	Mindshare	Unilever, General Mills, Fox Star Studios, ALTX	858.3	Bridgestone	845.91	25
2	1	Starcom MediaVest	Dabur, Jet Airways, AblnBev, Lodha(Digital), Coverfox	427.6	HDFC Bank	420.16	11
3	2	Carat	Sistema Shyam Teleservices, UIDAI, MTS	303.6	Hector Beverages Project	297.36	49
4	3	MediaCom	Koovs, Future Group, Koovs.com, Havmor	256.8	Ethiad Airways Partners	244.35	14
5	4	Havas Media	Doctor 24x7, HolidayIQ.com, BlueStone.com, Clovia.com	230.2	Shyam Telecom	218.07	15
6	6	OMD	Dr. Oetker, World Gold Council, Home Credit, Deoleo	198.9	Association of Mutual Funds of India	189.58	22
7	7	PHD	Inshorts, Oxigen Wallet, Hector Beverages Project	137.1		137.15	12
8	8	Lodestar Universal	Mahindra Retail, Nexen Tyres, Akosha	65.0		65.03	0
9	11	MEC	Parent Circle(Digital), UCWeb(Digital), Rolex, Zopper, Just Buy Live	84.6	BlueStone.com	58.16	11
10	9	Maxus	Honda Cars, ICC, Essilor(digital), McCain Food, Paper Boat	129.7	SC Johnson(buying)	55.82	9
11	10	ZenithOptimedia	Droom, Truecaller, India Transact, Timesaverz	136.4	Honda Cars	55.53	23
12	12	Dentsu Media	Suzuki, Maiyas Foods, Carlsberg	92.6	HolidayIQ.com	33.47	21
13	13	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	54.1	Jet Airways	27.45	12
14	14	TME		0.0		0.00	0
15	16	Lintas Media Group	Icare Learning, Doordarshan, Bharat Petroleum	54.4	Hindware	-49.14	0
16	17	Allied Media		0.0	Future Group	-62.20	0
17	15	Madison Media	Milton, Treo, PIRAMAL REALTY, Ziggy.com	0.0	AblnBev	-63.75	0
						<b>2,472.9</b>	<b>224</b>

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

For more details please write to [greg@rthree.com](mailto:greg@rthree.com)