

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Oct 2016

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	Mullen Lowe Lintas Group	Bajaj Corp, Vaya Life, TravelTriangle, Ayurwin Pharma, Biba Apparels	1,191.00		1,191.00	61
2	2	J Walter Thompson	Gowardhan Ghee and Go Cheese, TUI India Project, Dindayal	919.81	Kingfisher Ultra	881.19	144
3	5	Rediffusion Y&R	Shital Blanket Project, Kolkata International Film Festival Project	607.42		607.42	22
4	3	Ogilvy	Bajaj Kratos 400, Bata India, Alkem Laboratories, Essel Group Project	693.21	TBZ	567.41	62
5	4	McCann WorldGroup	American Tourister(Samsonite), IGL, Reliance JIO, Cigna, RB-Bharat Swachh	549.42	VIP	535.69	61
6	6	Leo Burnett	Reliance Jio Project, SIAM Project, Colorplus	383.66	Sony Entertainment TV	378.51	53
7	9	Isobar	Micromax, Panasonic(Digital)	293.09		293.09	36
8	7	Mudra DDB	TBZ, Alcon Project, Kornitos, Leomaster, ITC Coffee (Digital), Fix Derma	281.75	L&T Realty	276.60	63
9	8	Publicis + Publicis Ambiance	IFFCO, Ministry of InfoTech, Nat'l Institute of Elec & InfoTech	233.39		233.39	47
10	12	L&K Saatchi & Saatchi	Hero MotoCorp, Unicef Project,, Star Cosmetics, SREI	200.06		200.06	27
11	11	Dentsu	NPCI, Hug Innovations, FundsIndia.com	213.18	Cremica	177.15	10
12	10	Cheil	Bata India, Fox Life, William Grant & Sons, inshorts (Digital)	166.44		166.44	17
13	13	Social Kinnect	L'Oreal Professionnel, Repeat Whisky(Digital), UpGrad(Social Media)	102.95		102.95	5
14	16	FCB	Merino Group, AVT Premium, Jagran Prakashan Brands	137.27	Siemens	90.26	6
15	-	Grey Group	BMW Project, Renault Project, Reliance Broadcast Network Project	84.08		84.08	25
16=	14=	Soho Square	Faber, Vasmol, Piaggio(Vespa and Aprilia)	82.36		82.36	4
16=	14=	IBD	Tokri.com, Jivi Mobiles, Morisons Baby Dreams, Only Vimal	82.36		82.36	4
18	-	Eggfirst	Valentine(Digital), McCoy(Digital), Wok Express(Digital)	54.91		54.91	3
19	17	Contract	YU Televentures, Aviva Life Insurance, BlueStone.com	75.50	Star TV	43.21	5
20	18	DigitasLbi	Orient Electric(Digital), Piaggio's Aprilia(Digital)	41.18		41.18	2
21=	19=	Langoor	Krispy Kreme(Digital)	34.32		34.32	2
21=	19=	Wieden & Kennedy	Delhi Tourism	34.32		34.32	1
23=	21	iContract	Garnier (Digital)	27.45		27.45	1
23=	-	Cut The Crap	FCUK Project	27.45		27.45	1
						6,212.8	662

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Oct 2016

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	Mindshare	Gems and Jewelry Promotion Council, Muthooth Finance	441.02		441.02	48
2	2	Havas Media	Sujata, Swiggy, Taj Hotels, Inbisco, Save the Children	301.62	DBS Bank(Buying)	296.13	24
3	3	Lintas Media Group	Syntech Technology, Xiaomi(Social), Plackal(Social)	262.31		262.31	10
4	4	Lodestar Universal	Coca-Cola, Saregama, FitBit, Borosil Glass Works	231.75	DMK Party	146.60	13
5	5	Maxus	Pernod Ricard, OLX, Droom, Tata Motors, Janalakshmi Financial Services	169.87	Nikon(Digital)	106.38	7
6	9	Zenith	Reliance Securities, Parle Products, NPCI, Telenor(Digital)	205.22	GPI India	80.82	23
7	6	PHD	Volkswagen, Allianz, Hindsiam Bevs, Fossil, Coolwinks	82.58	GSK Nutrition	77.74	5
8	7	Vizeum	Warner Brothers Pictures, TCT Mobile	62.49	Colors	51.77	4
9	8	OMD	Apollo Hospital, Colors Regional, Magzter Digital Stores	90.04	Spice Mobility	51.26	9
10	11	Dentsu Media	Electronic Client	56.85	Bridgestone	46.56	12
11	17	MEC	Uber Taxi, 10i Commerce Service, Konark Rajhans Estates	51.48	MetLife	38.78	8
12	13	Carat	IT Client	26.75	VGP Universal Kingdom	25.69	56
13	10	Madison Media	Angel Broking, LeEco, Zopper.com, Timesjobs.com, Dixcy	78.93	Times Network	14.94	5
14	12	Alliance	Vivo	13.73		13.73	1
15=	14=	FoxyMoron	Ather Energy	10.30		10.30	1
15=	14=	Media Kinnect	Indiabulls Housing Finance	10.30		10.30	1
15=	14=	Hill & Knowlton	Aviva Life Insurance	10.30		10.30	1
18	18	Starcom	Merck, Reliance General Insurance, Dabur(Digital)	18.87	Jaguar Land Rover	7.91	3
19	19	MediaCom	Dilmah Tea, Royal Enfield	20.59	Volkswagen	-48.04	2
						1,644.5	233

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.