

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Sep 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	TravelTriangle, Ayurwin Pharma, Bajaj ADHO, Varmora Granito	926.10		926.10	46
2	2	J Walter Thompson	TUI India Project, Dindayal, Droom, Headinfo-tech	906.08	Kingfisher Ultra	901.78	143
3	5	Ogilvy	Bata India, Alkem Laboratories, Essel Group Project	643.80	FIAT	540.93	57
4	4	McCann WorldGroup	Reliance JIO, Cigna, RB-Bharat Swachh	537.14	VIP	523.41	59
5	3	Rediffusion Y&R	Presidency University, Lux Hoisery - ONN and Lyra	418.67		418.67	18
6	6	Leo Burnett	Reliance Jio Project, SIAM Project, Colorplus	320.58	Sony Entertainment TV	315.43	34
7	7	Mudra DDB	Kornitos, Leomaster, ITC Coffee (Digital), Fix Derma	245.71	L&T Realty	240.57	59
8	8	Publicis + Publicis Ambiance	Ministry of InfoTech, Nat'l Institute of Elec & InfoTech, Mumbai Live Project	237.87		237.87	56
9	11	Isobar	Micromax, Panasonic(Digital)	202.53		202.53	29
10	10	Cheil	Bata India, Fox Life, William Grant & Sons, inshorts (Digital)	166.44		166.44	17
11	14	Dentsu	NPCI, Hug Innovations, FundsIndia.com	195.99	Cremica	159.97	8
12	9	L&K Saatchi & Saatchi	Unicef Project,, Star Cosmetics, SREI, WASH United Project	151.83		151.83	22
13	16	Social Kinnect	L'Oreal Professionnel, Repeat Whisky(Digital), UpGrad(Social Media)	102.95		102.95	5
14-	12	Soho Square	Faber, Vasmol, Piaggio(Vespa and Aprilia)	82.36		82.36	4
14-	17	IBD	Tokri.com, Jivi Mobiles, Morisons Baby Dreams, Only Vimal	82.36		82.36	4
16	13	FCB	Jagran Prakashan Brands, Arogya Kerala(Digital), Equitas Holdings	82.36	Siemens	74.57	4
17	15	Contract	YU Televentures, Aviva Life Insurance, BlueStone.com	75.50	Star TV	43.21	5
18	-	DigitasLBi	Orient Electric(Digital), Piaggio's Aprilia(Digital)	41.18		41.18	2
19-	18=	Langoor	Krispy Kreme(Digital)	34.32		34.32	2
19-	18=	Wieden & Kennedy	Delhi Tourism	34.32		34.32	1
21	20	iContract	Garnier (Digital)	27.45		27.45	1
22-	21	RK Swamy BBDO	Crompton Greaves	20.59		20.59	1
22-	22	Havas Worldwide	D'lecta	20.59		20.59	1
22-	23	August Communications	ZIOX Mobiles	20.59		20.59	1
						5,370.0	579

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Sep 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	Bank Of Baroda, Godrej Consumers Products, Telengana Tourism	423.87		423.87	46
2	2	Havas Media	Taj Hotels, Inbisco, Save the Children, Shasun Pharma	286.86	DBS Bank(Buying)	281.38	22
3	3	Lintas Media Group	Syntech Technology, Xiaomi(Social), Plackal(Social)	262.19		262.19	9
4	4	Lodestar Universal	Coca-Cola, Saregama, FitBit, Borosil Glass Works	231.75	DMK Party	146.60	13
5	6	Maxus	OLX, Droom, Tata Motors, Janalakshmi Financial Services	149.28	Nikon(Digital)	85.79	5
6	5	PHD	Volkswagen, Allianz, Hindsiam Bevs, Fossil, Coolwinks	82.58	GSK Nutrition	77.74	5
7	10	Vizeum	Warner Brothers Pictures, TCT Mobile	62.49	Colors	51.77	4
8	9	OMD	Apollo Hospital, Colors Regional, Magzter Digital Stores	90.04	Spice Mobility	51.26	9
9	7	Madison Media	Angel Broking, LeEco, Zopper.com, Timesjobs.com, Dixcy	78.93	Times Network	33.56	5
10	11	Dentsu Media	Electronic Client	39.40	Bridgestone	29.10	7
11	8	Zenith	Telenor(Digital), Lenovo, Abof, Hatsun Agro, UtsavFashion(Performance)	170.90	FitBit	27.63	20
12	13	Alliance	Vivo	13.73		13.73	1
13	14	Carat	IT Client	14.16	VGP Universal Kingdom	13.10	33
14-	15=	FoxyMoron	Ather Energy	10.30		10.30	1
14-	15=	Media Kinnect	Indiabulls Housing Finance	10.30		10.30	1
14-	15=	Hill & Knowlton	Aviva Life Insurance	10.30		10.30	1
17	18	MEC	10i Commerce Service, Konark Rajhans Estates	20.93	MetLife	8.24	6
18	12	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
						1,496.7	193

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.