

2019 CREATIVE AGENCIES NEW BUSINESS

India / June 2019

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	Mudra DDB	McDonald's, Project X Project, Tonic Water Project	102.9		102.9	35
2	3	MullenLowe Group Lintas Group	ZEE5 Partners, USV, Tata Motors' Altroz, HONOR, Ruosh, Medlife.com	39.5		39.5	12
3	2	Wunderman Thompson	ZEE5, One Plus, Tata Metallica Project	36.4		36.4	46
4	4	Ogilvy	Uber India Project, Star Group - Hotstar VIP, Home Credit, ITC Intense Sticks Project	27.7		27.7	21
5	5	Leo Burnett	Cartier Project, Lots Wholesale Solutions Project	27.3	Coke - Thumsup	25.3	30
6	6	Dentsu	Britannia Timepass	14.6		14.6	6
7	7	McCann WorldGroup	MYNTRA Project, Mylan Retainer, COFFEE BOARD Project, Aqualite Project	13.9		13.9	16
8	9	Publicis + Publicis Ambiance	Zee5 Domestic Business, Ebro India, Nestle NesTea	13.9		13.9	14
9	8	VMLY&R	Big Bazaar, SUD Life, Saffola Oils	12.9		12.9	7
10	25	Isobar	Financial Service Brand	10.7		10.7	8
11	10	L&K Saatchi & Saatchi	Prayagh Nutri, Casio, VFS Global	7.7		7.4	9
12	12	Havas Worldwide	Citroën	5.4		5.4	2
13	13	BBH	Audi	6.7	PlayStation	4.7	1
14	14	Indigo	HSIL Ltd Project-Istrat, Valvoline Retainer - Istrat, Amazon, You Tube, ANI Technologies Pvt Ltd (OLA)	4.2		4.2	11
15=	15	Gozoop	IPL Franchise Kolkata Knight Riders (KKR), amanté digital	4.0		4.0	2
15=	30	Publicis Capital	ZEE5 Partners	4.0		4.0	2
17	16	Digitas	Jetwing Project, Nestle Health Sciences, Puma, Myntra Designs Private Limited, IndoSpace	3.7		3.6	8
18=	17=	BBDO	BUMBLE	3.4		3.4	1
18=	17=	Famous Innovations	Monster	3.4		3.4	1
18=	17=	Jack in the Box Worldwide	Marico's Parachute Advanced Coconut Crème Oil	3.4		3.4	1
						383.1	263

2019 MEDIA AGENCIES NEW BUSINESS

India / June 2019

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	Ministry of Tourism, Toppr Technologies, Iffco-Tokio Health Insuranc	97.5		97.5	45
2	2	Lodestar Universal	Zomato, ABT Associates, HPCL (Hindustan Petroleum Corporation LTD)	22.6	Zivame	21.6	3
3	4	Wavemaker	Odisha Tourism, Saint-Gobain, Muthoot Fin Corp, Mfine, Cure.Fit, ITC	17.9		17.3	11
4	5	Madison Media	Marico, Marico Media	13.7		13.7	1
5	3	Zenith	Honor Project, Hero Electronix	15.4	Iffco-Tokio Health Insurance	12.8	3
6	8	Havas Media	Tinder, British Council, Toto, Bajaj Alliance General Insurance,	12.4		12.4	11
7	6	dentsu X	Food Company	7.5		7.5	6
8	7	Starcom	Ampere from Greaves Cotton Project, RealMe Mobiles, Adda 52, Zivame	5.0	National Geographic	4.3	4
9	9	MediaCom	ShareChat, Merck	4.1		4.1	2
10	10	Lintas Media Group	RSH Global, Bal Raksha Bharat (Save The Children)	2.5		2.5	2
11	11	PHD	Singapore Airlines	1.2		1.2	1
12	13	OMD MudraMax	Cardekho, Clearscore, 91SpringBoard	4.1	Lovely Professional University	-0.8	4
13	12	Carat	Maunufacturing Company	5.5	Mosons Extractions	-5.5	3
14	14	Motivator		0.0	Honor	-11.5	0
						177.1	96

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.