

## 2019 CREATIVE AGENCIES NEW BUSINESS

India / Dec 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 A, Bigen Men's Hair Color Project,	139.7		139.7	50
2	2	Wunderman Thompson	AirAsia, Panasonic Projects, Axis Mutual Fund Projects, Boost, Poonawala Finance, EY	81.6	Hike Messenger	80.2	68
3	3	MullenLowe Group Lintas	Marico's Saffola, ZEE5 Partners, USV, Tata Motors' Altroz	42.9		42.7	14
4	4	Ogilvy	Mondelez, Uber India Project, GSK Project, National Payment Council of India Project	35.4	Jaquar Project - LBD	34.8	26
5	5	Leo Burnett	Spicejet, Tinder, People Interactive, Bajaj Auto (KTM), Lodha, South Africa Tourism Project	37.5	Coke - Thumsup	34.5	49
6	7	McCann WorldGroup	GSK pharmaceuticals, Star Cement Project, Bajaj Electricals Project, Hemas Consumer Care Project, Royal Basmati Project	32.5	Dabur India Project	32.3	29
7	6	Publicis + Publicis Ambiance	Navratna, Ferrero, Dole, AXA, Zee South Tamil Project	28.0	Spicejet	25.7	26
8	8	Dentsu	Britannia Timepass, Kokuyo Camlin, V-Mart Fashion	23.1		22.6	16
9	9	Havas Worldwide	Citroën, Japan Airlines, Pfizer, Harman Kardon(Infinity), Oberoi International School Project	18.3	Keventer	17.9	21
10	10	Arc Worldwide	PMI Retail (Manpower) Project, PMI Event Project, Tiger Project	16.0		16.0	25
11	11	VMLY&R	Big Bazaar, SUD Life, Saffola Oils	12.9		12.9	7
12	12	L&K Saatchi & Saatchi	Nivea, Entertainment Network, GE Healthcare , Bombay Shaving Company	12.8		12.2	16
13	13	Isobar	Financial Service Brand	10.7		10.7	8
14	15	Digitas	PCA Motors Project, Mahindra & Mahindra Project, Amway India Project	7.7		7.6	21
15	14	WATConsult	Goibibo, Schneider Electric, Tata Group's Croma digital	7.4		7.4	3
16	16	M&C Saatchi	Realme Project, Ibis, Accor Corporate	7.3		7.3	5
17	17	The Womb	Noble Hygeine, Diageo, Quarry	5.8		5.8	6
18	18	Indigo	Techcom Bank Project, Johari Digital Healthcare Project, Endurance International Group	5.2		5.2	21
19	19	BBH	Audi	6.7	PlayStation	4.7	1
20	20	Gozoop	IPL Franchise Kolkata Knight Riders (KKR), amanté digital	4.0		4.0	2
						<b>569.5</b>	<b>439</b>

## 2019 MEDIA AGENCIES NEW BUSINESS

India / Dec 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	The Walt Disney Company, General Insurance Council, Jet Priviledge	131.2		131.2	62
2	2	dentsu X	Maruti Suzuki India, Torrent Pharmaceuticals, Oplus Mobitech, Honda Cars India	77.3		77.3	27
3	4	Zenith	Hero MotoCorp, Micron, Disney, WeWork, Alt Balaji, Honor Project, Hero Electronix, Walmart Best Price Project	44.1	Iffco-Tokio Health Insurance	41.4	9
4	3	MediaCom	ShareChat, Merck, GOQii, Parle Agro	34.0	Skechers	32.2	12
5	5	Lodestar Universal	Mattel, Saregama, Zomato, ABT Associates, HPCL, Department of Tourism	28.1	Zivame	27.1	6
6	6	Havas Media	Gameskraft, Disney, British Council, OKCupid, Tripadvisor, Tinder, British Council, Toto	17.0		16.0	16
7	7	Wavemaker	Odisha Tourism, Saint-Gobain, Muthoot Fin Corp, Mfine, Cure.Fit, ITC	19.0	RedBus.com	15.9	12
8	10	Starcom	upGrad, Medlife, Mobile Premier League, RealMe Mobiles, Adda 52, Zivame	16.5	National Geographic	15.8	8
9	9	Initiative	1MG Technologies, Freudenberg Gala Household Product, Win Pens	15.0		15.0	10
10	8	Madison Media	Racetrack.ai, Marico, Medlife	17.2	Jet Priviledge	12.8	3
11	11	OMD MudraMax	Beiersdorf, Skechers, SNAP, Fab Alley, Aurelia	14.2	Lovely Professional University	9.3	9
12	12	PHD	Singapore Airlines	2.9		-3.4	2
13	13	Carat	Maunufacturing Company	5.5	Mosons Extractions	-5.5	3
14	14	Motivator		0.0	Honor	-11.5	0
						<b>373.8</b>	<b>179</b>

### 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.