R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS

India / Feb 2020

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	2	Mudra DDB	Star / Novidigital Project, Bumble Project, Mylan	18.4		18.4	8
2	1	McCann WorldGroup	Al-Tyer Group Dubai, Wildstone deodorant, Wacoal	17.7		17.7	6
3	3	Havas Worldwide	SAS Project, VIVO Project, Skoda Project	15.4		15.4	18
4	19	VMLY&R	Intel, Colgate, Jindal Steel Project	10.1		10.1	7
5	5	Wunderman Thompson	Panasonic	7.6	Hershey	4.3	8
6	4	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo	3.5		3.5	3
7	6	MullenLowe Group Lintas Group	Hershey	3.4		3.4	1
8	7	Isobar	Max Bupa Digital, Diageo Brands	1.2		1.2	2
9	17	Leo Burnett	Amazon- Prime Foods, The Rummy Federation Project	1.0		1.0	2
10	8	Grey Group	RAS KIK	0.4		0.4	3
11	9	Publicis + Publicis Ambiance	Emami Navratna	0.3		0.3	1
12	10	Famous Innovations	Supr Daily	0.3		0.3	1
13	11	Zero Gravity Communications	Red Hunt Digital	0.3		0.3	1
14	12	Team Pumpkin	Tata Steel Digital	0.3		0.3	1
15	13	Blink Digital	Spartan Poker Social	0.3		0.3	1
16	-	AutumnGREY	Dabur Brands, Pepsi Co Brands	0.3		0.3	2
17	15	Digitas	Infinix Project, Phone Pe, Cholayil	0.1		0.1	3
18	14	BBDO	HP Project	0.1		0.1	1
						77.4	69

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS

India / Feb 2020

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	Havas Media	Kia, ACC Cement, Smule, Vikram Solar	12.3	Emirates Airlines	11.3	4
2	-	PHD	Diageo	3.7		3.7	2
3	2	Mindshare	IT Client	3.1		3.1	1
4	3	MediaCom	Citroën, Hasbro	2.5		2.5	2
5	4	dentsu X	Benetton Digital	1.7		1.7	1
6	5	Lodestar Universal	Emirates Airlines	1.7		1.7	2
7	6	Madison Media	Dr. Fixit	0.3		0.3	1
8	-	iProspect		0.3		0.3	1
9	-	Wavemaker		0.0	Vikram Solar	-2.6	0
10	-	Carat		0.0	Diageo	-3.4	0
						18.0	14