

2020 CREATIVE AGENCIES NEW BUSINESS

India / Apr 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	Union Bank of India Project, Shapoorji Paloonji Project, Mahindra Auto Expo Project	54.6		54.6	23
2	1	McCann WorldGroup	Education USA, Life Insurance Corporation Project, TV9 Bharatvarsh Project, Bytedance	20.8		20.8	10
3	3	Havas Worldwide	Suzuki Motorcycle, Lenovo, William Grants	16.0		16.0	29
4	4	VMLY&R	DELL, Intel, Colgate, Jindal Steel Project	12.8		12.8	8
5	6	Dentsu	Mobile Premier League	14.8		12.6	6
6	5	Wunderman Thompson	Spark, Facebook Project, Nestle(Digital)	10.6	Hershey	7.3	21
7	-	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5
8	8	MullenLowe Group Lintas Group	Hershey, Uber, Zydus Wellness Partners	6.3		6.3	4
9	9	Leo Burnett	Amazon- Prime Foods, The Rummy Federation Project, Vogo, Nerolac Paints	5.6		5.5	7
10	7	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo	4.1		4.1	4
11	36	Mirum	WileyNXT (Social Media), Silver Arrows and Bimamitra	3.4		3.4	2
12	-	Blue Vector	Volvo Social Media	2.0		2.0	1
13	13	Famous Innovations	Supr Daily, Columbia Pacific Communities	1.7		1.7	2
14	10	BBDO	HP Project, Yes Bank, Idea Projects	1.4		1.4	3
15-	-	Scatter	Salesforce blog management	1.3		1.3	1
15-	-	LIQVD ASIA	Jiva Ayurveda	1.3		1.3	1
15-	-	DigiDarts	DealShare Digital	1.3		1.3	1
15-	-	Centrick	LifeLong Online Digital	1.3		1.3	1
15-	-	Curry Nation	EVA fragrances	1.3		1.3	1
15-	-	TheSmallBigIdeas	ZEE Punjabi and ZEE Biskope Digital	1.3		1.3	1
						164.4	150

2020 MEDIA AGENCIES NEW BUSINESS

India / Apr 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	MyGate Offline, Seedworks, Kia, ACC Cement, Smule, Vikram Solar	14.2	Emirates Airlines	13.2	6
2	5	Mindshare	Kellogg, Wellman	10.0		10.0	4
3	2	dentsu X	Benetton Digital	8.6		8.6	7
4	3	PHD	Diageo, Aasaan Job	8.3		8.3	3
5	6	MediaCom	Citroen, Hasbro, Marabar Guru & Diamonds, Manappuram, Mawana Sugarc	5.5		5.5	5
6	4	Lodestar Universal	Emirates Airlines	3.4		3.4	3
7	7	Starcom	Cholayil	1.7		1.7	1
8	-	Kinnect	Bausch + Lomb Digital	1.7		1.7	1
9	-	Performics	Mobile Premier League (MPL) Digital Media	1.7		1.7	1
10	-	Essence	FacesCanada	0.7		0.7	1
11	8	Madison Media	Dr. Fixit	0.3		0.3	1
12	9	iProspect	VFS Global	0.3		0.3	1
13	10	OMD MudraMax		0.0	Cholayil	-2.4	0
14	11	Wavemaker		0.0	Vikram Solar	-2.6	0
15	12	Carat	FMCG Client	0.3	Diageo	-7.2	1
						43.3	35

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.