

2020 CREATIVE AGENCIES NEW BUSINESS

India / June 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	Mudra DDB	Reebok Classic, Rocell, Lanka tiles	75.2		75.2	34	
2	2	McCann WorldGroup	Flipkart Project, Swisse Project, WGC (World Gold Council) Project	23.8		23.8	14	
3	3	Havas Worldwide	Adobe Systms Software Ireland, NortonLifeLock Project, Oppo Mobile Project	15.8		15.8	27	
4	4	VMLY&R	IDFC First Project, Hyfun Foods, Radico Khaitan	14.4		14.4	13	
5	5	Dentsu	Mobile Premier League	14.8		10.6	6	
6	6	Wunderman Thompson	HeroMoto - Design Project, Duracell Project, Times Passion Trail	10.8	Hershey	7.5	29	
7	9	Leo Burnett	Force Motors Project, Corona Project, YES BANK Project	7.1		7.0	11	
8	7	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5	
9	11	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo, Abbott Consumer Pharma	6.8		6.6	6	
10	8	MullenLowe Group Lintas Group	Hershey, Uber, Zydus Wellness Partners	6.3		6.3	4	
11	-	ARM Worldwide	MTV	5.4		5.4	1	
12	10	Isobar	Danone digital, Max Bupa Digital, Diageo Brands	4.6		4.6	3	
13	12	Mirum	WileyNXT (Social Media), Silver Arrows and Bimamitra	3.4		3.4	2	
14	13	WATConsult	Meyer Vitabiotics digital, Nobel Hygiene digital	2.7		2.7	2	
15	14	Gozoop	OPPO digital, SterloMax	2.7		2.7	2	
16	15	Blue Vector	Volvo Social Media	2.0		2.0	1	
17	16	DVIO Digital	McDonald's digital	2.0		2.0	1	
18	17	Famous Innovations	Supr Daily, Columbia Pacific Communities	1.7		1.7	2	
19	18	BBDO	HP Project, Yes Bank, Idea Projects, HUL (V Wash)	1.6		1.6	4	
20	19	Scatter	Salesforce blog management	1.3		1.3	1	
						2020(Jan-Jun)	213.5	206
						2019(Jan-Jun)	385.2	263
						YoY Comparison:	-44.6%	-21.7%

2020 MEDIA AGENCIES NEW BUSINESS

India / June 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	Seedworks, MyGate Offline, Seedworks, Kia, ACC Cement, Smule, Vikram Solar	16.2	Emirates Airlines	15.2	8	
2	3	dentsu X	Benetton Digital	12.4		12.4	8	
3	2	PHD	Diageo, Aasaan Job	12.2		12.2	3	
4	6	Mindshare	Alchem International, TCS ION, D'Decor, Kellogg, Wellman, WILDCRAFT	17.7	Diageo	7.1	11	
5	4	MediaCom	Citroën, Hasbro, Malabar Gold & Diamonds, Manappuram, Mawana Sugars	7.5	Mobile Premier League	6.2	6	
6	5	Lodestar Universal	Emirates Airlines	3.4		3.4	3	
7	14	Wavemaker	Mondelez Int'l, Red Bull, Religare Health Insurance	5.3	Vikram Solar	2.7	3	
8	7	Starcom	Cholayil	1.7		1.7	1	
9	8	Kinnect	Bausch + Lomb Digital	1.7		1.7	1	
10	9	Performics	Mobile Premier League (MPL) Digital Media	1.7		1.7	1	
11	10	Essence	FacesCanada, Games24x7	1.7		1.7	2	
12	11	Gozoop	SterlioMax	1.4		1.4	1	
13	12	Zenith	Mobile Premier League	1.4		1.4	1	
14	13	Clevertize	eBay	1.0		1.0	1	
15	15	Madison Media	Dr. Fixit	0.3		0.3	1	
16	16	iProspect	VFS Global	0.3		0.3	1	
17	17	Carat	FMCG Client	0.8	Diageo	-0.1	2	
18	18	OMD MudraMax		0.0	Cholayil	-2.4	0	
						2020(Jan-Jun)	68.2	54
						2019(Jan-Jun)	177.1	96
						YoY Comparison:	-61.5%	-43.8%
						2020 Creative & Media (Jan-Jun)	281.7	260
						2019 Creative & Media (Jan-Jun)	562.3	359
						YoY Comparison:	-49.9%	-27.6%

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.