



## 2020 CREATIVE AGENCIES NEW BUSINESS

India / Aug 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	DDB Mudra Group	Project A Project, McDonald's North & East - Digital, Indospace	92.3		90.3	44	
2	2	McCann WorldGroup	NASSCOM Project, Dr. Lal Path Lab	25.3		25.3	19	
3	3	Havas Worldwide	Harman - Jbl & Hk, William Grants, Vivo Project	16.2		16.2	34	
4	4	VMLY&R	Oki Games, Oki LED, Colgate Commerce, Edelweiss Project, IDFC First Project	15.2		15.2	18	
5	7	Wunderman Thompson	Indusind Bank Project , Duracell, Complian Nutigro Project	17.2	Hershey	13.8	48	
6	5	WATConsult	TVS MOTORS, SBI BANK (ORWIN), Vega, Meyer Vitabiotics digital, Nobel Hygiene digital	12.1		12.1	7	
7	6	Dentsu	Mobile Premier League	14.8	Harman - Jbl & Hk	10.4	6	
8	8	Leo Burnett	YES BANK Project, Woodcraft India Pvt Ltd Project, Beck's Ice Project	7.3		7.2	15	
9	10	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo, Abbott Consumer Pharma	7.1		6.9	7	
10	9	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5	
11	11	MullenLowe Group Lintas Group	Hershey, Uber, Zydus Wellness Partners	6.3		6.1	4	
12	12	ARM Worldwide	MTV	5.4		5.4	1	
13	13	Isobar	Danone digital, Max Bupa Digital, Diageo Brands	4.6		4.6	3	
14	14	Mirum	WileyNXT (Social Media), Silver Arrows and Bimamitra	3.4		3.4	2	
15	15	Gozoop	OPPO digital, SterloMax	2.7		2.7	2	
16	19	BBDO	HP Project, Yes Bank, Idea Projects, HUL (V Wash)	2.1		2.1	6	
17	16	Blue Vector	Volvo Social Media	2.0		2.0	1	
18	17	DViO Digital	McDonald's digital	2.0		2.0	1	
19	65	Ogilvy	Cars24 services, Mobile Premier League Project	6.9		1.9	7	
20	18	Famous Innovations	Supr Daily, Columbia Pacific Communities	1.7		1.7	2	
						2020(Jan-Aug)	252.9	279
						2019(Jan-Aug)	415.5	296
						YoY Comparison:	-39.1%	-5.7%

## 2020 MEDIA AGENCIES NEW BUSINESS

India / Aug 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	JBL India, Norton Lifelock Antivirus AOR, GITAM University	22.2	Emirates Airlines	21.2	13
2	13	Zenith	Mobile Premier League, Marico, ITC Store	14.8		14.8	13
3	3	PHD	Diageo, Aasaan Job	12.2		12.2	3
4	8	Starcom	Cholayil, Udemy, Metro, UpGrad	18.3	Sun Pharmaceutical Industries	12.2	13
5	4	MediaCom	Dabur Digital, Lionsgate, Citroën, Hasbro, Malabar Gold & Diamonds	13.0	Mobile Premier League	11.7	8
6	2	dentsu X	Benetton Digital	12.4	Axis Mutual Funds	11.4	8
7	5	Mindshare	Alchem International, TCS iON, D'Decor, Kellogg, Wellman, WILDCRAFT	17.7	Diageo	7.1	11
8	7	Wavemaker	Sun Pharmaceutical, Mondelez Int'l, Red Bull, Religare Health Insurance	10.5	ITC	6.9	4
9	6	Lodestar Universal	Emirates Airlines	3.4		3.4	3
10	9	Kinnect	Bausch + Lomb Digital	1.7		1.7	1
11	10	Performics	Mobile Premier League (MPL) Digital Media	1.7		1.7	1
12	12	Gozoop	SteriloMax	1.4		1.4	1
13	14	Clevertize	eBay	1.0		1.0	1
14	15	Madison Media	Dr. Fixit	0.3		0.3	1
15	16	iProspect	VFS Global	0.3		0.3	1
16	17	Carat	FMCG Client	0.8	Diageo	-0.1	2
17	11	Essence	FacesCanada, Games24x7	1.7	UpGrad	-0.4	2
18	18	OMD MudraMax	SAP	1.0	Carapelli Firenze	-2.1	2

2020(Jan-Aug) 104.9 88

2019(Jan-Aug) 287.5 133

YoY Comparison: -63.5% -33.8%

2020 Creative & Media (Jan-Aug) 357.7 367

2019 Creative & Media (Jan-Aug) 703.0 429

YoY Comparison: -49.1% -14.5%

### 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.