



2020 CREATIVE AGENCIES NEW BUSINESS

India / July 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	Reebok Classic, Rocell, Lanka tiles, BluSmart, MMTC PAMP	82.3		82.3	39	
2	2	McCann WorldGroup	Reliance Project, Reckitt Beckinser - Colin, Daikin	24.8		24.8	17	
3	3	Havas Worldwide	Harman - Jbl & Hk, William Grants, Vivo Project	16.2		16.2	34	
4	4	VMLY&R	Colgate Commerce, Edelweiss Project, IDFC First Project, Hyfun Foods, Radico Khaitan	14.8		14.8	15	
5	14	WATConsult	TVS Motors, SBI Bank (ORM), Vega, Meyer Vitabiotics digital, Nobel Hygiene digital	12.1		12.1	7	
6	5	Dentsu	Mobile Premier League	14.8	Harman - Jbl & Hk	10.4	6	
7	6	Wunderman Thompson	Geojit Financial Services Project , Agriculture Insurance Co of India (AIC) Project, Tata Wiron	13.6	Hershey	10.3	40	
8	7	Leo Burnett	YES BANK Project, Woodcraft India Pvt Ltd Project, Beck's Ice Project	7.1		7.0	13	
9	8	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5	
10	9	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo, Abbott Consumer Pharma	6.8		6.6	6	
11	10	MullenLowe Group Lintas Group	Hershey, Uber, Zydus Wellness Partners	6.3		6.3	4	
12	11	ARM Worldwide	MTV	5.4		5.4	1	
13	12	Isobar	Danone digital, Max Bupa Digital, Diageo Brands	4.6		4.6	3	
14	13	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	16	Blue Vector	Volvo Social Media	2.0		2.0	1	
17	17	DViO Digital	McDonald's digital	2.0		2.0	1	
18	18	Famous Innovations	Supr Daily, Columbia Pacific Communities	1.7		1.7	2	
19	19	BBDO	HP Project, Yes Bank, Idea Projects, HUL (V Wash)	1.6		1.6	4	
20	20	Scatter	Salesforce blog management	1.3		1.3	1	
						2020(Jan-Jun)	236.8	245
						2019(Jan-Jun)	390.4	276
						YoY Comparison:	-39.4%	-11.2%

2020 MEDIA AGENCIES NEW BUSINESS

India / July 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	Walmart - Best Price Stores, Boulton Audio, Seedworks, MyGate Offline, Seedworks, Kia	17.7	Emirates Airlines	16.7	10
2	2	dentsu X	Benetton Digital	12.4		12.4	8
3	3	PHD	Diageo, Aasaan Job	12.2		12.2	3
4	5	MediaCom	Dabur Digital, Lionsgate, Citroën, Hasbro, Malabar Gold & Diamonds	13.0	Mobile Premier League	11.7	8
5	4	Mindshare	Alchem International, TCS iON, D'Decor, Kellogg, Wellman, WILDCRAFT	17.7	Diageo	7.1	11
6	6	Lodestar Universal	Emirates Airlines	3.4		3.4	3
7	7	Wavemaker	Mondelez Int'l, Red Bull, Religare Health Insurance	5.3	Vikram Solar	2.7	3
8	8	Starcom	Cholayil	1.7		1.7	1
9	9	Kinnect	Bausch + Lomb Digital	1.7		1.7	1
10	10	Performics	Mobile Premier League (MPL) Digital Media	1.7		1.7	1
11	11	Essence	FacesCanada, Games24x7	1.7		1.7	2
12	12	Gozoop	SterloMax	1.4		1.4	1
13	13	Zenith	Mobile Premier League	1.4		1.4	1
14	14	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		0.2	Cholayil	-2.2	1

2020(Jan-Jun)	75.4	59
2019(Jan-Jun)	271.8	121
YoY Comparison:	-72.3%	-51.2%

2020 Creative & Media (Jan-Jun)	312.2	304
2019 Creative & Media (Jan-Jun)	662.3	397
YoY Comparison:	-52.9%	-23.4%

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.