



## 2020 CREATIVE AGENCIES NEW BUSINESS

India / Oct 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	Unacademy Project, UNDP Project, Pure and Sure	106.4		104.4	51	
2	2	McCann WorldGroup	NASSCOM Project, Dr. Lal Path Lab	25.7		25.7	20	
3	3	Wunderman Thompson	Exide-SF & Dynex, Exide Life, HSBC Project	24.4	Hershey	21.1	63	
4	4	Havas Worldwide	Harman - Jbl & Hk, William Grants, Vivo Project	20.0		20.0	41	
5	5	VMLY&R	Multiliving, Nesterra, Oki Games, Oki LED, Colgate Commerce, Edelweiss Project, IDFC First Project	15.5		15.5	23	
6	6	WATConsult	TVS Motors, SBI Bank (ORM), Vega, Meyer Vitabiotics digital, Nobel Hygiene digital	12.1		12.1	7	
7	7	The Womb	UpGrad Education pvt, Reliance Retail, Rupeek	10.7		10.7	11	
8	8	Dentsu	Mobile Premier League	14.8	Harman - Jbl & Hk	10.4	6	
9	10	Leo Burnett	AG&P, Provident Housing, YES BANK Project, Woodcraft India Pvt Ltd Project	8.5		8.4	17	
10	9	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo, Abbott Consumer Pharma	8.9		7.9	10	
11	11	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5	
12	12	MullenLowe Group Lintas Group	OLX Jobs, Veggie Clean, SkinKraft Project, Hershey	6.9	Astral Poly Technik	5.5	20	
13	13	ARM Worldwide	MTV	5.4		5.4	1	
14	14	Isobar	Danone digital, Max Bupa Digital, Diageo Brands	4.6		4.6	3	
15	18	Ogilvy	Ti Cycles, Cars24 services, Mobile Premier League Project	9.1		4.1	9	
16	15	Mirum	WileyNXT (Social Media), Silver Arrows and Bimamitra	3.4		3.4	2	
17	16	BBDO	HP Project, Yes Bank, Idea Projects, HUL (V Wash)	3.2		3.2	10	
18	17	Gozoop	OPPO digital, SterloMax	2.7		2.7	2	
19	19	Blue Vector	Volvo Social Media	2.0		2.0	1	
20	20	DVIO Digital	McDonald's digital	2.0		2.0	1	
						2020(Jan-Oct)	296.5	379
						2019(Jan-Oct)	486.2	371
						YoY Comparison:	-36.4%	2.2%

## 2020 MEDIA AGENCIES NEW BUSINESS

India / Oct 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	Transforming Rural India Foundation+Bill Gates Foundation, JBL India, Norton Lifelock Antivirus AOR, GITAM University	23.1	Emirates Airlines	22.1	14	
2	3	Starcom	Pharmeasy, Apica Group (ANA Oils), Cholayil, Udem, Metro, UpGrad	25.0	Sun Pharmaceutical Industries	18.9	17	
3	2	dentsu X	Benetton Digital, Association of Mutual Funds, Toyota Kirloskar Motor Project	18.4	Axis Mutual Funds	17.4	13	
4	6	Zenith	Chikai Global, Mobile Premier League, Marico, ITC Store	16.6		16.6	14	
5	7	Wavemaker	Zee Entertainment, Pagarbook, Lectro E-Mobility	18.3	ITC	14.7	14	
6	5	MediaCom	Dabur Digital, Lionsgate, Citroën, Hasbro, Malabar Gold & Diamonds, Uber	13.4	Mobile Premier League	12.0	9	
7	4	PHD	LG Ecom, Forevermark Ecom, Diageo, Aasaan Job	14.4		11.1	6	
8	-	Digitas	Marico, DBS Bank, Philip Morris International	8.0		8.0	5	
9	8	Lodestar Universal	Emirates Airlines	3.4		3.4	3	
10	9	Mindshare	TI Cycles, Alchem International, TCS iON, D'Decor, Kellogg, Wellman, WILDCRAFT	18.4	Pharmeasy	3.1	13	
11	11	Performics	Planet Sports, OYO, GCPL	2.9		2.9	4	
12	10	Kinnect	Bausch + Lomb Digital	1.7		1.7	1	
13	12	Gozoop	SterloMax	1.4		1.4	1	
14	13	Clevertize	eBay	1.0		1.0	1	
15	14	Madison Media	Dr. Fixit	0.3		0.3	1	
16	15	iProspect	VFS Global	0.3		0.3	1	
17	16	Initiative	Meesho, Cred	0.3		0.3	1	
18	17	Carat	FMCG Client	0.8	Diageo	0.0	3	
19	18	Essence	FacesCanada, Games24x7	1.7	UpGrad	-0.4	2	
20	19	OMD MudraMax	SAP	1.0	Carapelli Firenze	-2.1	2	
						2020(Jan-Oct)	132.8	125
						2019(Jan-Oct)	305.8	152
						YoY Comparison:	-56.6%	-17.8%
						2020 Creative & Media (Jan-Oct)	429.3	504
						2019 Creative & Media (Jan-Oct)	772.0	523
						YoY Comparison:	-44.4%	-3.6%

### 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](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.