

## 2020 CREATIVE AGENCIES NEW BUSINESS

India / Nov 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	Tanishq Projects, Unacademy Project, UNDP Project, Pure and Sure	108.4		106.4	52	
2	4	Havas Worldwide	Bel Cheese, BIPHA, Vegolution	28.1		28.1	42	
3	2	McCann WorldGroup	Exxon Mobil Project, Karo Sambhav Project	26.1		26.1	23	
4	3	Wunderman Thompson	AU Bank Project, Edelweiss Project, Extraemarks Project	24.7	Hershey	21.3	67	
5	5	VMLY&R	Multiliving, Nesterra, Oki Games, Oki LED, Colgate Commerce, Edelweiss Project, IDFC First Project	15.6	Bel Cheese	14.6	24	
6	7	The Womb	Mahindra Scorpio, UpGrad Education pvt, Reliance Retail, Rupeek	12.4		12.4	12	
7	6	WATConsult	TVS Motors, SBI Bank (ORM), Vega, Meyer Vitabiotics digital, Nobel Hygiene digital	12.1		12.1	7	
8	8	Dentsu	Mobile Premier League	14.8	Harman - Jbl & Hk	11.3	6	
9	10	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo, Abbott Consumer Pharma	8.9		7.9	10	
10	9	Leo Burnett	WhiteHat Jr Project, AG&P, Provident Housing, YES BANK Project, Woodcraft India Pvt Ltd Project	8.8		7.9	18	
11	11	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5	
12	13	ARM Worldwide	MTV	5.4		5.4	1	
13	14	Isobar	Danone digital, Max Bupa Digital, Diageo Brands	4.6		4.6	3	
14	15	Ogilvy	Ti Cycles, Cars24 services, Mobile Premier League Project	9.1		4.1	9	
15	12	MullenLowe Group Lintas Group	Whirlpool, OLX Jobs, Veggie Clean, SkinKraft Project, Hershey	7.2	Astral Poly Technik	3.9	21	
16	17	BBDO	HP Project, Yes Bank, Idea Projects, HUL (V Wash)	3.6		3.6	12	
17	16	Mirum	WileyNXT (Social Media), Silver Arrows and Bimamitra	3.4		3.4	2	
18	18	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-Nov)	308.6	397
						2019(Jan-Nov)	558.8	416
						YoY Comparison:	-44.8%	-4.6%

## 2020 MEDIA AGENCIES NEW BUSINESS

India / Nov 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	28.0	Emirates Airlines	27.0	15
2	6	MediaCom	Dabur Digital, Lionsgate, Citroën, Hasbro, Malabar Gold & Diamonds, Uber	22.2	Mobile Premier League	20.8	12
3	2	Starcom	Pharmeasy, Apica Group (ANA Oils), Cholayil, Udem, Metro, UpGrad	26.4	Sun Pharmaceutical Industries	20.3	18
4	3	dentsu X	Benetton Digital, Association of Mutual Funds, Toyota Kirloskar Motor Project	18.4		18.4	13
5	5	Wavemaker	Zee Entertainment, Pagarbook, Lectro E-Mobility	21.2	ITC	17.5	20
6	4	Zenith	Chikai Global, Mobile Premier League, Marico, ITC Store	16.6		16.6	14
7	7	PHD	LG Ecom, Forevermark Ecom, Diageo, Aasaan Job	14.7		10.0	7
8	8	Digitas	Marico, DBS Bank, Philip Morris International	8.0		8.0	5
9	9	Lodestar Universal	Emirates Airlines	3.4		3.4	3
10	10	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	12	Kinnect	Bausch + Lomb Digital	1.7		1.7	1
13	17	Initiative	Meesho, Cred	1.6		1.6	3
14	13	Gozoop	SterioMax	1.4		1.4	1
15	14	Clevertize	eBay	1.0		1.0	1
16	15	Madison Media	Dr. Fixit	0.3		0.3	1
17	16	iProspect	VFS Global	0.3		0.3	1
18	18	Carat	FMCG Client	0.8	Diageo	0.0	3
19	19	Essence	FacesCanada, Games24x7	1.7	UpGrad	-0.4	2
20	20	OMD MudraMax	SAP	1.0	Carapelli Firenze	-2.1	2

2020(Jan-Nov)	151.9	139
2019(Jan-Nov)	333.2	161
YoY Comparison:	-54.4%	-13.7%

2020 Creative & Media (Jan-Nov)	460.5	536
2019 Creative & Media (Jan-Nov)	892.0	577
YoY Comparison:	-48.4%	-7.1%

### 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.