

## 2020 CREATIVE AGENCIES NEW BUSINESS

India / Dec 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	L'Oreal Professionel Projects, Tanishq Projects, Unacademy Project, UNDP Project, Pure and Sure	108.9		106.9	53	
2	3	McCann WorldGroup	BMW, Healthily Project, Twilio Project, Exxon Mobil Project, Karo Sambhav Project	33.6		33.6	27	
3	2	Havas Worldwide	Bel Cheese, BIPHA, Vegolution	28.1		28.1	42	
4	14	Ogilvy	Ti Cycles, Cars24 services, Mobile Premier League Project	28.5		23.4	18	
5	4	Wunderman Thompson	AU Bank Project, Edelweiss Project, Extraamarks Project	24.7	Hershey	21.3	67	
6	5	VMLY&R	CIPLA, Multiliving, Nesterra, Oki Games, Oki LED, Colgate Commerce, Edelweiss Project, IDFC First Project	15.6	Bel Cheese	14.6	25	
7	8	Dentsu	Mobile Premier League	17.9	Harman - Jbl & Hk	14.4	19	
8	6	The Womb	Mahindra Scorpio, UpGrad Education pvt, Reliance Retail,	12.4		12.4	12	
9	7	WATConsult	TVS Motors, SBI Bank (ORM), Vega, Meyer Vitabiotics digital, Nobel Hygiene digital	12.1		12.1	7	
10	9	L&K Saatchi & Saatchi	Reliance Digital, Hettich, Practo, Abbott Consumer Pharma	9.0		8.0	11	
11	10	Leo Burnett	WhiteHat Jr Project, AG&P, Provident Housing, YES BANK Project, Woodcraft India Pvt Ltd Project	8.9		7.9	21	
12	11	IdeateLabs	TATA Tele Business Services, UTI Mutual Fund, TransUnion CIBIL	6.7		6.7	5	
13	12	ARM Worldwide	MTV	5.4		5.4	1	
14	13	Isobar	Danone digital, Max Bupa Digital, Diageo Brands	4.6		4.6	3	
15	15	MullenLowe Group Lintas Group	Whirlpool, OLX Jobs, Veggie Clean, SkinKraft Project, Hershey	7.2	Astral Poly Technik	3.9	21	
16	16	BBDO	HP Project, Yes Bank, Idea Projects, HUL (V Wash)	3.6		3.6	12	
17	17	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-Dec)	339.6	432
						2019(Jan-Dec)	569.5	439
						YoY Comparison:	-40.4%	-1.6%

## 2020 MEDIA AGENCIES NEW BUSINESS

India / Dec 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	4	dentsu X	Principal Mutual Funds, Benetton Digital, Association of Mutual Funds, Toyota	25.1		25.1	23	
3	2	MediaCom	Aqualite, Dabur Digital, Lionsgate, Citroën, Hasbro, Malabar Gold & Diamonds, Uber	23.3	Mobile Premier League	21.9	13	
4	3	Starcom	Apical, Pharmeasy, Apica Group (ANA Oils), Cholayil, Udemy, Metro, UpGrad	26.7	Sun Pharmaceutical Industries	20.6	19	
5	5	Wavemaker	Zee Entertainment, Pagarbook, Lectro E-Mobility	21.2	ITC	17.5	20	
6	6	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	10	Mindshare	TI Cycles, Alchem International, TCS iON, D'Decor, Kellogg, Wellman, WILDCRAFT	18.8	Pharmeasy	3.6	14	
10	9	Lodestar Universal	Emirates Airlines	3.4		3.4	3	
11	11	Performics	Planet Sports, OYO, GCPL	2.9		2.9	4	
12	18	Carat	Wwe Entertainment Corp, Yes Bank, CUCKOO INDIA	3.3	Diageo	2.5	9	
13	13	Initiative	Meesho, Cred, Manipal University Jaipur	1.9		1.9	4	
14	12	Kinnect	Bausch + Lomb Digital	1.7		1.7	1	
15	14	Gozoop	SterloMax	1.4		1.4	1	
16	15	Clevertize	eBay	1.0		1.0	1	
17	16	Madison Media	Dr. Fixit	0.3		0.3	1	
18	17	iProspect	VFS Global	0.3		0.3	1	
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-Dec)	163.3	159
						2019(Jan-Dec)	373.8	179
						YoY Comparison:	-56.3%	-11.2%
						2020 Creative & Media (Jan-Dec)	502.9	591
						2019 Creative & Media (Jan-Dec)	943.2	618
						YoY Comparison:	-46.7%	-4.4%

### 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](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.