

2021 CREATIVE AGENCIES NEW BUSINESS

India / Jun 2021

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	Lotus Cosmetics Project, Project X Project, Sunsilk Local Project Project	55.3		55.3	26	
2	3	Havas Worldwide	Art and Photography Foundation, Castrol India Project, Dabur Vita	35.0		35.0	26	
3	2	VMLY&R	CipHome, Abott Pediasure, Insure, Disney+ Hotstar	25.0	Bel Cheese	25.0	52	
4	5	Ogilvy	Coca-Cola Company, Welspun, Zippo Project	21.8		21.8	19	
5	7	The Womb	CAMPUS, BE MINIMALIST, SCALER	20.3		20.3	7	
6	4	Wondrlab	Homexchange Limited Project , Reliance Retail - John Players Project, Reliance Retail - Airo L&I Reality, Rohan Corporation	18.5		18.5	40	
7	8	Wunderman Thompson	Retainer, Property Infratech India P L td Retainer	14.8		14.8	37	
8	6	IPG Team Dynamic	BMW	13.4		13.4	1	
9	9	MullenLowe Group Lintas Group	Zee 5 Project, Mfine, OKCredit	8.6		8.6	13	
10	10	McCann WorldGroup	TracFone Project, White Hat Jr. Project, Roche Project, GM Modular	7.5		7.5	13	
11	11	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	7.3		7.3	11	
12	12	BBDO	Bright Lifecare	6.6		6.6	7	
13	20	Leo Burnett	GOQII, Udemy Project, Luxor Project	7.8	Fortis Healthcare	5.8	22	
14	13	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2	
15	14	Publicis + Publicis Ambiance	Kalpataru Builders, Godrej Pro Clean, Ecolink Signify Project	5.2		5.2	4	
16	15	Tonic Worldwide	Pure Nutrition Digital	3.4		3.4	1	
17	31	IdeateLabs	Planet Marathi	3.4		3.4	1	
18	-	Shreyansh Innovations	Turtle	3.4		3.4	1	
19	-	Atom	Setu	3.4		3.4	1	
20	-	Interactive Avenues	Bank of Baroda Digital	3.4		3.4	1	
						2021 (Jan-Jun):	297.9	331
						2020 (Jan-Jun):	213.5	206
						YoY Comparison:	39.6%	60.7%

2021 MEDIA AGENCIES NEW BUSINESS

India / Jun 2021

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	Wavemaker	Bill & Melinda Gates Foundation, Spotify, L'Oréal, Luminous Power Technologies, Paragon	62.0	Ambuja Cement	59.8	19	
2	2	Initiative	Cred, RSPL, One Plus	25.8	Hamdard(Offline)	23.4	5	
3	3	Havas Media	Ambuja Cement, Oziva, i2Cure	19.0		19.0	9	
4	4	MediaCom	Aqualite, Ozone, Bayer Consumer Health, Sony, Saridon	15.5		15.5	6	
5	14	Lodestar Universal	Brillon	8.6		8.6	1	
6	5	Zenith	Carsome, DTwelve Spaces, Urban Company, MamaEarth	7.5		7.5	5	
7	6	Starcom	FreshtoHome, Jungle Entertainment, Boat	3.8		3.8	3	
8	8	OMD MudraMax	Treadone, Country Delight, Cuemath, Pladis	4.8		3.8	4	
9	-	Spark Foundry	FMCG Client	3.4		3.4	1	
10	7	dentsu X	Finance Client	3.0		3.0	7	
11	16	Kinnect	Maple Digital	1.7		1.7	1	
12	-	PivotRoots	Snapdeal Digital	1.7		1.7	1	
13	10	m/SIX	Noise	1.0		1.0	1	
14	11	Carat	Novocura Tech Health Services	0.9		0.9	3	
15	20	iProspect	FMCG Client	0.1		0.1	1	
16	21	Essence		0.0	MamaEarth	-5.5	0	
17	9	PHD	Lead School, Bel Group Laughing Cow	1.9	Brillon	-6.5	2	
						2021 (Jan-Jun):	141.2	69
						2020 (Jan-Jun):	68.2	54
						YoY Comparison:	107.0%	27.8%
						2021 Creative & Media (Jan-Jun)	439.1	400
						2020 Creative & Media (Jan-Jun)	281.7	260
						YoY Comparison:	55.9%	53.8%

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.