

2021 CREATIVE AGENCIES NEW BUSINESS

India / Jul 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	Project X Project, Mobile Premier League (MPL)	62.3		62.3	28
2	2	Havas Worldwide	Tata UniStore Limited Project, Finnew Solutions Project, Coca-Cola Project	58.4		58.4	33
3	7	Wunderman Thompson	Abbott Project, PMJ Project, Cavincare Project	55.0		55.0	49
4	4	Ogilvy	The Art of Living, Coca-Cola Company, Welspun, Zippo Project	27.8		27.8	22
5	3	VMLY&R	CipHome, Abott Pediasure, Insure, Disney+ Hotstar	26.0	Bel Cheese	26.0	54
6	6	Wondrlab	Bharat Matrimony, Tata AIG, HDFC Credila Project	22.9		22.9	54
7	5	The Womb	CAMPUS, BE MINIMALIST, SCALER	20.3		20.3	7
8	8	IPG Team Dynamic	BMW	13.4		13.4	1
9	10	McCann WorldGroup	Furlenco Project, Greenlam, Wright Bus	9.6		9.6	17
10	9	MullenLowe Group Lintas Group	LifeCell, Amante, Zee 5 Project, Mfine, OKCredit	8.8		8.8	15
11	12	BBDO	Bright Lifecare, Facebook Blue (App), Facebook Education	7.9		7.9	9
12	11	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	7.3		7.3	11
13	13	Leo Burnett	GOQIL, Udeemy Project, Luxor Project	7.9	Fortis Healthcare	5.8	23
14	14	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2
15	15	Publicis + Publicis Ambiance	Kalpataru Builders, Godrej Pro Clean, Ecolink Signify Project	5.2		5.2	4
16	16	Tonic Worldwide	Pure Nutrition Digital	3.4		3.4	1
17	17	IdeateLabs	Planet Marathi	3.4		3.4	1
18	18	Shreyansh Innovations	Turtle	3.4		3.4	1
19	19	Atom	Setu	3.4		3.4	1
20	20	Interactive Avenues	Bank of Baroda Digital	3.4		3.4	1
2021 (Jan-Jul):						383.9	385
2020 (Jan-Jul):						236.8	245
YoY Comparison:						62.1%	57.1%

2021 MEDIA AGENCIES NEW BUSINESS

India / Jul 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	Paragon Footwear, Bill & Melinda Gates Foundation, Spotify, L'Oréal	64.1	Ambuja Cement	61.8	21
2	2	Initiative	Cred, RSPL, One Plus	25.8	Hamdard(Offline)	23.4	5
3	4	MediaCom	Aqualite, Ozone, Bayer Consumer Health, Sony, Saridon	23.1		23.1	9
4	3	Havas Media	VLCC, Ambuja Cement, Oziva, i2Cure	20.4		20.4	10
5	5	Lodestar Universal	Brillon	8.6		8.6	1
6	6	Zenith	Carsome, DTwelve Spaces, Urban Company, MamaEarth	8.6		8.6	6
7	8	OMD MudraMax	Treadone, Country Delight, Cuemath, Pladis	6.4		5.4	5
8	7	Starcom	FreshtoHome, Jungle Entertainment, Boat	3.8		3.8	3
9	9	Spark Foundry	FMCG Client	3.4		3.4	1
10	10	dentsu X	Finance Client	3.0		3.0	7
11	11	Kinnect	Maple Digital	1.7		1.7	1
12	12	PivotRoots	Snapdeal Digital	1.7		1.7	1
13	13	m/SIX	Noise	1.0		1.0	1
14	14	Carat	Novocura Tech Health Services	0.9		0.9	3
15	15	iProspect	FMCG Client	0.1		0.1	1
16	16	Essence		0.0	MamaEarth	-5.5	0
17	17	PHD	Lead School, Bel Group Laughing Cow	1.9	Brillon	-6.5	2

2021 (Jan-Jul):	155.0	77
2020 (Jan-Jul):	75.4	59
YoY Comparison:	105.6%	30.5%

2021 Creative & Media (Jan-Jul)	538.9	462
2020 Creative & Media (Jan-Jul)	312.2	304
YoY Comparison:	72.6%	52.0%

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.