



2021 CREATIVE AGENCIES NEW BUSINESS

India / Aug 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	Pernod Ricard, Instagram Project, Porter	71.4		71.4	31	
2	2	Havas Worldwide	Emeritus Institute Of Management, Nium India Private Limited Project	64.5		64.5	36	
3	3	Wunderman Thompson	RBL Bank Limited Project, Duracell Project, Tata Pipes Project	58.1		58.1	55	
4	4	Ogilvy	Dalmia Cement, Safeexpress	30.1		30.1	24	
5	5	VMLY&R	Henkel Project, ITC Project, Indira IVF Project	28.7	Bel Cheese	28.7	58	
6	6	Wondrlab	Spotify Project, Lixii India Pvt Ltd Project, Reliance Retail - Ajio Project	23.3		23.3	59	
7	7	The Womb	CAMPUS, BE MINIMALIST	19.2		19.2	6	
8	8	IPG Team Dynamic	BMW	13.4		13.4	1	
9	9	McCann WorldGroup	Renewbuy, Furlenco Project, Greenlam, Wright Bus	9.8		9.8	18	
10	10	MullenLowe Group Lintas Group	LifeCell, Amante, Zee 5 Project, Mfine, OKCredit	8.8		8.8	15	
11	11	BBDO	Bright Lifecare, Facebook Blue (App), Facebook Education	7.9		7.9	9	
12	12	Dentsu	Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	7.3		7.3	11	
13	13	Leo Burnett	GOQII, Udemu Project, Luxor Project	8.1	Fortis Healthcare	6.1	26	
14	15	Publicis + Publicis Ambiance	Lenskart Project, Kalpataru Builders, Godrej Pro Clean, Ecolink Signify Project	5.6		5.6	5	
15	14	FCB	Lamke , Elle 18	6.7	IOCL (India Oil) Project	5.4	2	
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-Aug):	408.0	417
						2020 (Jan-Aug):	252.9	279
						YoY Comparison:	61.4%	49.5%

2021 MEDIA AGENCIES NEW BUSINESS

India / Aug 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	4	Havas Media	Domino's Pizza, Swiggy Instamart, Realme	34.6		34.6	17
3	3	MediaCom	Henkel Adhesives, Aqualite, Ozone, Bayer Consumer Health, Sony, Saridon	23.6		23.6	10
4	2	Initiative	Cred, RSPL, One Plus	25.8	Hamdard(Offline)	23.4	5
5	6	Zenith	Carsome, DTwelve Spaces, Urban Company, MamaEarth	10.1		10.1	10
6	5	Lodestar Universal	Brillon	8.6		8.6	1
7	7	OMD MudraMax	AU Bank, Repose Mattresses, Confira	10.7	Bira91	8.2	10
8	13	m/SIX	Noise, Parag Milk Foods, Dindigul Thalappakatti	8.0		8.0	13
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	8	Starcom	FreshtoHome, Junglee Entertainment, Boat	3.8	Realme	1.0	3
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-Aug):	178.2	106
2020 (Jan-Aug):	104.9	88
YoY Comparison:	70.0%	20.5%

2021 Creative & Media (Jan-Aug)	586.2	523
2020 Creative & Media (Jan-Aug)	357.7	367
YoY Comparison:	63.9%	42.5%

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.