

2021 CREATIVE AGENCIES NEW BUSINESS

India / Dec 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	Sterlite Technologies, GMR Sports, Meesho, Rajasthan Royals	103.2		103.2	50	
2	2	Havas Worldwide	IKEA Project, McKinsey & Company India LLP Project, Red Event Services LLC Project	98.0		98.0	47	
3	7	VMLY&R	Coca Cola Project, HORLICKS Project, FMC Project	65.6		65.6	70	
4	3	Wunderman Thompson	Vedanta Project, Mega Lifesciences Public Co Ltd Project	58.6		58.6	57	
5	4	Kinnect	Mahindra Electric Mobility, Zoya Diamonds, Amazon ART '22, Amazon Group, TVS, Triller	37.7		37.7	39	
6	6	Wondrlab	HealthifyMe Wellness Private Limited Project, Grohe India Pvt Ltd Project	35.6		35.6	105	
7	5	Ogilvy	Nestlé, Greenpanel, Modicare, Furlenco, Dalmia Cement, Safeexpress	37.4		34.0	30	
8	8	The Womb	CAMPUS, BE MINIMALIST	19.2		19.2	6	
9	9	MullenLowe Group Lintas Group	Bayer - Saridon And Supradyn, Lagos Free Zone, Cleartrip	16.7		16.7	20	
10	10	McCann WorldGroup	IndusInd Bank, Bosch, Green Cell Mobility	13.7		13.7	22	
11	11	IPG Team Dynamic	BMW	13.4		13.4	1	
12	13	Dentsu	Social Alpha, Johnson Controls-Hitachi Air Conditioning India, GeneriCo, LLC Project	12.6		12.6	20	
13	12	BBDO	Reliance - Milk Basket, Sequoia Capital Project, Zed Lifestyle Pvt Ltd Project	8.7		8.7	13	
14	36	L&K Saatchi & Saatchi	Akasa Airlines, Sun Pharma	7.1		6.5	32	
15	14	Leo Burnett	GOQII, Udemey Project, Luxor Project	8.3	Fortis Healthcare	6.3	35	
16	15	Publicis + Publicis Ambiance	Firefox Project, Coke Project	6.1		6.1	7	
17	17	M&C Saatchi Group	Audible Project	4.9		4.9	9	
18	18	BBH	Keva, Mahindra Racing, Yes Bank Project, CaratLane, Hotstar Project	3.9		3.9	8	
19	25	Grey Group	Asusteck Computer Inc, Organic India Pvt Ltd	3.9		3.9	7	
20	37	Isobar	Retail Client	3.7		3.4	11	
						2021 (Jan-Dec):	593.0	624
						2020 (Jan-Dec):	339.6	432
						YoY Comparison:	74.6%	44.4%

2021 MEDIA AGENCIES NEW BUSINESS

India / Dec 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	Mindshare	Zest Money, NBC Bearing, Lovely Professional University, Fuji Films	246.1		244.5	59
2	2	Wavemaker	Ace Turtle Pvt Ltd (Performance & Branding), Tata Consumer Products Ltd, Rajnigandha(Digital Media)	88.7	Ambuja Cement	86.5	27
3	3	Havas Media	Mirae Asset (Offline Media), RenewBuy, PureVeda (Aurea Biolabs)	51.6		51.6	29
4	10	dentsu X	Reckitt Benckiser, Securities and Exchange Board of India	38.3		38.3	18
5	5	Initiative	Arvind Brands - Arrow, Bombinate Technologies (Koo Media), Toyota	33.3	Hamdard(Offline)	30.9	9
6	4	MediaCom	The Coca-Cola Company, Exide Battery Digital, Tendercuts, Bayer, Henkel Adhesives	30.8		30.8	17
7	6	Zenith	Smallcase Performance Media (Programmatic), Enrich Hair & Skin Solutions, Carsome	15.0		15.0	18
8	9	m/SIX	Noise, Parag Milk Foods, Dindigul Thalappakatti	11.9		11.9	22
9	7	OMD MudraMax	Apollo Pharmacy, United Biscuits	12.9	Bira91	10.4	15
10	8	Lodestar Universal	Dyson, Brillon	8.9		8.9	2
11	11	Media Kinnect	ABFRL, Raymond Realty, TVS, Dr. Reddy's, Coursera	7.1		7.1	22
12	12	Spark Foundry	FMCG Client	3.8		3.8	2
13	13	Kinnect	Maple Digital	1.7		1.7	1
14	14	PivotRoots	Snapdeal Digital	1.7		1.7	1
15	15	Carat	Novocura Tech Health Services	1.7		1.7	6
16	16	Starcom	FreshtoHome, Junglee Entertainment, Boat	4.5	Realme	1.6	4
17	17	iProspect	FMCG Client	0.5		0.5	4
18	19	PHD	ShareChat, Sanofi, Lead School	7.7	Brillon	-0.6	7
19	18	Essence		0.0	MamaEarth	-5.5	0

2021 (Jan-Dec):	540.7	263
2020 (Jan-Dec):	163.3	159
YoY Comparison:	231.1%	65.4%

2021 Creative & Media (Jan-Dec)	1,133.7	887
2020 Creative & Media (Jan-Dec)	502.9	591
YoY Comparison:	125.4%	50.1%

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 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.