

2022 CREATIVE AGENCIES NEW BUSINESS

India / Mar 2022

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 Worldwide	Celio India, Resonate, TATA CLIQ LUXURY	44.2		44.2	14
2	2	Ogilvy	Tata Digital, Polycab, ITC Classmate	22.0		22.0	16
3	3	DDB Mudra Group	Meesho, Tata Cliq, ACKO Project	21.4		21.4	12
4	4	Wondrlab	Quiz Master, Sachar Gaming Private Limited- Khel Play, Grohe India Pvt Ltd-Lixil Project	16.1		16.1	60
5	14	Dentsu	Auto Client	14.2		14.2	30
6	5	Wunderman Thompson	Sun Pharmaceutical, AU Small Finance, Edelweiss Project	8.5		8.5	16
7	6	VMLY&R	One For Music Project, Sports For All, Tata Cliq Project	6.6		6.6	16
8	7	The Womb	Matter, TrueCaller, Livlively	5.5		5.5	5
9	-	Logicserve Digital	Dunzo, Cultfit, Orchids	4.6		4.6	11
10	8	M&C Saatchi Group	Canva Project, Shareit Global Project, Coin DCX Project, Fi Money Project	4.3		4.3	4
11	10	Kinnect	BMW, MX Player, Mahindra Electric Project	3.8		3.8	7
12	9	BBDO	P&G - Shiksha Project	3.7		3.7	2
13	11	MullenLowe Group Lintas Group	ITC Foods, Zebpay, Ferns N Petals Project	3.5		3.5	4
14	12	McCann WorldGroup	IIFL Finance, Navi Finance Project, Etisalat/edcast	1.9		1.9	4
					2022 (Jan-Mar):	106.2	125

2022 (Jan-Mar): 106.2 125
2021 (Jan-Mar): 168.2 197
YoY Comparison: -36.9% -36.5%

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2022 MEDIA AGENCIES NEW BUSINESS

India / Mar 2022

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	Dmart, Earthmade Organix, Provee	30.1		30.1	14
2	2	Havas Media	Zupee, CoinSwitch, Valvoline, Supr Daily (Swiggy)	20.5		20.5	7
3	4	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
4	14	Carat	Auto Client	11.5		11.5	1
5	16	iProspect	IT Client	11.3		11.3	5
6	17	PHD	Acko Life Insurance	8.6		8.6	1
7	7	dentsu X	WayCool Foods & Products Pvt. Ltd. Bosch Limited Project	1.2		1.2	2
8	5	OMD MudraMax	SAB TV Offline	0.7		0.7	1
9	6	Media Kinnect	Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.4		0.4	3
10	10	Lodestar Universal		0.0		0.0	0
11	3	Wavemaker	Paytm, Sharekhan (Digital/Content) Project, UNICEF (Offline) Project	6.0	Acko Life Insurance	-2.3	5
					2022 (Jan-Mar):	53.0	30
					2021 (Jan-Mar):	54.4	32
					YoY Comparison:	-2.7%	-6.3%
					2022 Creative & Media (Jan-Mar)	159.1	155
					2021 Creative & Media (Jan-Mar)	222.7	229

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 R0I.

YoY Comparison: