

## **2022 CREATIVE AGENCIES NEW BUSINESS**

India / Apr 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	LT Foods Project, Schneider Electric India Pvt Ltd Project, Usha International	50.3		50.3	17
3	3	DDB Mudra Group	Punjab National Bank, Parle Platina Project, Exxon Mobil Project	29.8		29.8	22
6	6	Wunderman Thompson	Kisna Jewellers (Hari Krishna Exports), Barbeque Nation, Kyndryl Project	25.1		25.1	39
2	2	Ogilvy	Tata Digital, Polycab, ITC Classmate	22.0		22.0	16
4	4	Wondrlab	Outleap Technologies Pvt Ltd, Phonepe Project, Grohe India Pvt Ltd-Lixil Project	18.8		18.8	72
5	5	Dentsu	Auto Client	14.2		14.2	30
7	7	VMLY&R	One For Music Project, Sports For All, Tata Cliq Project	10.4		10.4	19
8	8	The Womb	Matter, TrueCaller, Livlively	5.5		5.5	5
9	9	Logicserve Digital	Dunzo, Cultfit, Orchids	4.6		4.6	11
10	10	M&C Saatchi Group	Canva Project, Shareit Global Project, Coin DCX Project, Fi Money Project	4.3		4.3	4
11	11	Kinnect	R K Marbles, Tata Capital   Moneyfy, BMW, MX Player, Mahindra Electric Project	3.9		3.9	9
12	12	BBDO	P&G - Shiksha Project	3.7		3.7	2
13	13	MullenLowe Group Lintas Group	ITC Foods, Zebpay, Ferns N Petals Project	3.5		3.5	4
14	14	McCann WorldGroup	Aditya Birla Mutual Fund, Emmar, OYO Project	3.3		3.3	8
					2022 (Jan-Anr.)	195.5	252

2022 (Jan-Apr ): 195.5 258

2021 (Jan-Apr ): 189.8 227

YoY Comparison: 3.0% 13.7%

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## **2022 MEDIA AGENCIES NEW BUSINESS**

India Apr 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	UTI Mutual Funds, Firefox Bikes, Slurrp Farm	23.9		23.9	10
3	3	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
4	4	Carat	Auto Client	11.5		11.5	1
5	5	iProspect	IT Client	11.3		11.3	5
6	6	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	8	OMD MudraMax	SAB TV Offline	0.7		0.7	1
9	9	Media Kinnect	Phablecare, Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.5		0.5	4
10	10	Lodestar Universal		0.0		0.0	0
11	11	Wavemaker	Paytm, Sharekhan (Digital/Content) Project, UNICEF (Offline) Project	6.0	Acko Life Insurance	-2.3	5
12	12	m/SIX		0.0		-3.1	0
					2022 (Jan-Apr ):	97.7	53
					2021 (Jan-Apr ):	66.5	39
					YoY Comparison:	46.9%	35.9%
					2022 Creative & Media (Jan-Apr)	293.2	311
					2021 Creative & Media (Jan-Apr)	256.3	266
METHODOLOGY					YoY Comparison:	14.4%	16.9%

## 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 Apr keting R0I.