

2022 CREATIVE AGENCIES NEW BUSINESS

India / Jun 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	Google Project, Bosch India Project, Oplus Mobitech India Pvt. Ltd. Project, SEB INDIA Project	61.7		61.7	22
2	2	Wunderman Thompson	Grows Project, Cera, HSBC AMC	38.2		38.2	63
3	3	DDB Mudra Group	One Plus	35.1		35.1	31
4	4	Wondrlab	Sky Gate Hospitality Private Limited (BBK), Emami Ltd, Mediatek Inc Project	28.5		28.5	109
5	5	Ogilvy	Aditya Birla Group, Bio Veda Pharmacy Pvt.Ltd.	26.0		26.0	18
6	6	Dentsu	Auto Client	14.2	AJIO	12.2	30
7	7	VMLY&R	Upstox, Vick's Inhaler Project, Amstel (UB) Project	12.1		12.1	31
8	8	Centrick	EFL Global, LuvLap, Kirloskar Vasundhara	10.1		10.1	5
9	10	The Womb	Rupeek, Epigamia, Jolies	9.7		9.7	9
10	9	McCann WorldGroup	Ajio Retail, DS Foods, Techno Project, Housing.com Project	8.6		8.6	15
11	13	Kinnect	Google India, GM Modular, HDFC Life	6.5		6.5	12
12	11	M&C Saatchi Group	Canva Project, Shareit Global Project, Coin DCX Project, Fi Money Project	4.9		4.9	5
13	12	Logicserve Digital	Dunzo, Cultfit, Orchids	4.6		4.6	11
14	17	L&K Saatchi & Saatchi	Goodricke Group Ltd, AJIO	4.0		4.0	2
15	14	BBDO	Brown Foreman, Zinka Logistics Solutions Private Limited Project	4.0		4.0	6
16	15	MullenLowe Group Lintas Group	ITC Foods, Zebpay, Ferns N Petals Project	3.5		3.5	4
17	18	BBH	IT Client	2.0		2.0	1
18	34	Verve Media	Urban Gully social	0.2		0.2	1

2022 (Jan-Jun):	268.2	376
2021 (Jan-Jun):	297.9	331
YoY Comparison:	-10.0%	13.6%

2022 MEDIA AGENCIES NEW BUSINESS

India / Jun 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	Rainbow Hospital, Nothing Tech, NIIT, Credavenue Private Limited, AlphaVector	41.8		41.8	28
2	2	Havas Media	GoMechanic, IFFCO-Tokio, WOW Life Science, Spaces (Welspun)	28.8		28.8	14
3	6	iProspect	IT Client	16.6		16.6	9
4	3	MediaCom	FunNFood, Lendingkart, Dhan.co	15.4		15.4	10
5	-	Performics	Mondelez International, Lenskart, Baidyanath Group	13.7		13.7	8
6	5	Carat	Auto Client	11.6		11.6	2
7	9	dentsu X	Tata 1MG Technologies Pvt Ltd, Bosch Limited, Dabur India Limited	11.2		11.2	8
8	7	PHD	Acko Life Insurance	8.6		8.6	1
9	-	Initiative	ITC Limited	6.9		6.9	1
10	4	Wavemaker	Danone, VIP, PhysicsWallah	25.0	Acko Life Insurance	5.9	10
11	8	Logicserve Digital	Goel, Skinq, Google, ART Fertility Clinic, Bajaj Consumer, Bharat Matrimony	5.8		5.8	31
12	-	Zenith	Homelane, Pep Technologies Pvt Ltd	5.1		5.1	3
13	-	Starcom	Abbott Laboratories Project	1.7		1.7	1
14	11	OMD MudraMax	SAB TV Offline	0.7		0.7	1
15	12	Media Kinnect	Phablecare, Turtlemint, Geojit Financial, Bajaj Consumer Ltd.	0.5		0.5	4
16	13	Lodestar Universal		0.0		0.0	0
17	10	Essence	Bombay Shaving Company, Plum, Rebel Foods	0.7	Homelane	-1.0	3
18	14	m/SIX		0.0		-3.1	0

2022 (Jan-Jun):	170.3	134
2021 (Jan-Jun):	141.2	69
YoY Comparison:	20.6%	94.2%

2022 Creative & Media (Jan-Jun)	438.5	510
2021 Creative & Media (Jan-Jun)	439.1	400
YoY Comparison:	-0.1%	27.5%

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 Apr keting ROI.