

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Mar 2015

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	23	JWT	AskMe.com, ITC, Assetz Infrastructure	483.78	VLCC	421.59	35
2	1	Leo Burnett	Fortis Healthcare, Emami, Vistaprint Solutions	236.03	TV Today Network	200.76	24
3	2	Lowe	TI Cycles, Urban Ladder, Dr. Agarwal's Hospital	190.33		182.08	9
4	4	Mudra DDB	Athena Life Sciences, Pan Bahar, Population Foundation of India	165.26		165.26	30
5	7	Ogilvy	ASK Financial, Eiffel Group, XRBIA Developers	152.39		152.39	20
6	3	Grey Group	VLCC, Epic Network Digital Project, Hubtown Digital Project	136.84		136.84	5
7	5	McCann WorldGroup	Paytm, Biotique, Times Now, Saaavn	132.80		132.71	11
8	6	M&C Saatchi	TV Today Network, Pushpanjali Realms & Infratech, Indiahomes.com	85.27		85.27	3
9	9	Publicis + Publicis Ambiance	Make my trip.com, Godaddy, DHL	71.28	Suzuki	71.28	29
10	8	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	55.98	Emami	42.92	3
11	10	Rediffusion Y&R	Tata Power, India Today Group	37.32		37.32	2
12	11	L&K Saatchi & Saatchi	Acer	15.55		15.55	1
13	12	Dentsu	Aditya Birla Money, Maruti Suzuki, Jet Airways Project	7.09		7.09	10
14	13	SapientNitro	Education Client	6.22		6.22	1
15	14	TBWA	Hinustan Times - Studymate Project, The Claridges	1.24		1.24	2
16=	15=	Madison Creative		0.00		0.00	0
16=	15=	Havas Worldwide		0.00		0.00	0
16=	15=	Bates 141		0.00		0.00	0
16=	15=	BBH		0.00		0.00	0
16=	15=	Contract Advertising		0.00		0.00	0
16=	15=	Wieden & Kennedy		0.00		0.00	0
16=	15=	Iris		0.00		0.00	0
23	22	Percept		0.00	DB Heights	-9.33	0
24	24	FCB		0.00	Snap Deal(ATL)	-31.72	0
						1,617.5	185

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Mar 2015

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	Carat	GP Foods, Dixcy Textiles, Popees Baby Care	196.4		196.39	27
2	2	PHD	Hector Beverages, SC Johnson(Planning), Unilever(Search)	70.3		70.28	4
3	3	Dentsu Media	Ganesh Foods, JK Tyres, Japan Tourism Project	67.9		67.90	10
4	7=	Starcom MediaVest	Aircel	62.2		62.20	1
5	5	Havas Media	Caterpillar(Digital), OCM, Ranbaxy Consumer Healthcare	48.0		47.96	4
6	4	MediaCom	SAB Miller, Urban Ladder, Future Group Project	43.9		43.91	4
7	6	Vizeum	Saint-Gobain, Panasonic, Hindware, Jet Privalege	42.6	CRI Pumps	39.25	6
8	16	Lintas Media Group	Doordarshan, Bharat Petroleum	38.9	Hindware	28.61	0
9	7=	Lodestar Universal	Tata Capital, Lohiya Group, Tech Mahindra	16.9		16.92	0
10	14	Mindshare	PayUMoney,Eco Care Building Products,Practo Technologies	28.0	Bridgestone	15.55	3
11	7=	MEC	Wonderla	3.7		3.73	1
12=	7=	TME		0.0		0.00	0
12=	7=	Allied Media		0.0		0.00	0
12=	7=	Madison Media		0.0		0.00	0
15	13	OMD	Citrus Payment Solutions, CRI Pumps	8.6	Association of Mutual Funds of India	-0.75	3
16	15	ZenithOptimedia	Junglee Games	9.3	Somany Tiles	-9.33	1
17	17	Maxus	Somany Tiles, Greenlam, BPL Techno Vision	28.0	SC Johnson(Planning)	-34.21	3
						548.4	67

METHODOLOGY

The R3 New Business League has been compiled each of the last 151 months using data supplied by 26 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 for clients across the region.

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