

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Apr 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	JWT	CDK Project, Asian Paints Project, Wintech	550.40	VLCC	488.20	49
2	4	Mudra DDB	Bigen, Aircel, Mcvities, Patanjali	271.62		261.04	40
3	5	Ogilvy	RSPL Group, Tiny Owl, Valyoo Technologies	231.69		231.69	25
4	2	Leo Burnett	Bacardi Breezer Project, Craftsvilla Project	262.93	TV Today Network	227.66	29
5	3	Lowe	TI Cycles, Urban Ladder, Solvy Tech Solutions	218.01	ET Now	209.75	13
6	6	Grey Group	Rajesh Estates & Nirman, Forum Projects	193.44		193.44	9
7	7	McCann WorldGroup	Newshunt Project, Paytm, Biotique, Times Now, Saavn	197.79	Aircel	151.06	17
9	8	M&C Saatchi	TV Today Network, Pushpanjali Realms & Infratech, Arrina Educations Services	97.71	Nando's	66.62	4
10	10	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	74.64	Emami	61.58	3
11	11	Rediffusion Y&R	Tata Power, India Today Group	37.32		37.32	2
12	12	L&K Saatchi & Saatchi	Acer	15.55		15.55	1
13	13	Dentsu	Aditya Birla Money, Maruti Suzuki, Jet Airways Project	7.09		7.09	10
14	14	SapientNitro	Education Client	6.22		6.22	1
15	15	TBWA	Hinustan Times - Studymate Project, The Claridges	1.24		1.24	2
16=	16=	Madison Creative		0.00		0.00	0
16=	16=	Havas Worldwide		0.00		0.00	0
16=	16=	Bates 141		0.00		0.00	0
16=	16=	Contract Advertising		0.00		0.00	0
16=	16=	Wieden & Kennedy		0.00		0.00	0
16=	16=	Iris		0.00		0.00	0
21	23	Percept		0.00	DB Heights	-9.33	0
22	16=	BBH		0.00	Viber Media	-18.66	0
23	9	Publicis + Publicis Ambiance	Make my trip.com, Godaddy, DHL, MRPL	85.90	Mcvities	-19.84	35
24	24	FCB		0.00	Snap Deal(ATL)	-31.72	0
						1,878.9	240

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Apr 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	Locon Solutions(OOH), Force Motors(OOH), Linc Pen & Plastics	232.2		232.21	37
2	2	PHD	Hector Beverages, SC Johnson(Planning), Abhiman Technologies	76.5		76.50	5
3	3	Dentsu Media	Ganesh Foods, JK Tyres, Bridgestone Brand	70.9		70.95	12
4	6	MediaCom	SAB Miller, Urban Ladder, Welspun	61.5		61.48	5
5	5	Havas Media	Arpita Agro Products, Caterpillar(Digital), OCM	55.7		55.73	5
6	4	Starcom MediaVest	Aircel	62.2		54.74	1
7	17	Maxus	Honda Cars, ICC, Essilor(digital)	101.7	SC Johnson(Planning)	39.50	7
8	7	Vizeum	Saint-Gobain, Panasonic, Hindware, Jet Privalege	42.6	CRI Pumps	39.25	6
9	10	Mindshare	PayUMoney,Eco Care Building Products,Practo Technologies	43.5	Bridgestone	31.10	4
10	8	Lintas Media Group	Doordarshan, Bharat Petroleum	38.9	Hindware	28.61	0
11	9	Lodestar Universal	Tata Capital, Lohiya Group, Tech Mahindra	16.9		16.92	0
12	15	OMD	Citrus Payment Solutions, CRI Pumps, Sobha Limited	21.6	Association of Mutual Funds of India	12.32	4
13	11	MEC	Wonderla, Aquaguard(digital)	4.4		4.35	2
14=	12=	TME		0.0		0.00	0
14=	12=	Allied Media		0.0		0.00	0
14=	12=	Madison Media		0.0		0.00	0
17	16	ZenithOptimedia	Saavn, SBI General	52.7	Honda Cars	-28.15	5
						695.5	93

### METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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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