

CREATIVE AGENCIES NEW BUSINESS LEAGUE

India/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)
1	1	Ogilvy	Rio Tinto Diamonds sale and marketing, TBZ Jewellery	285.88		285.88
2	9	Rediffusion Y&R	SCTL, Videocon (Handsets/TV/FTP), SBS Biotech	243.90	Microsoft CRM	229.43
3	3	Mudra DDB	Life Insurance Corporation of India, Larsen and Toubro, Pfizer - Gelusil	215.68		215.68
4	5	McCann WorldGroup	Microsoft, Samsung, Adept Technologies, John Distilleries	175.63		175.63
5	2	Lowe	Myntra.com, Engro Foods, Astral Poly, Calypso Premises	151.00	Kokuyo Camlin	141.35
6	4	Grey Group India	Cadbury (Digital), Shaze Luxury Retail, ITC Foods (Juices), Hubtown, Times Now Digital Project	101.33		101.33
7	12=	Madison Creative	Airtel	96.50		96.50
8	10	Leo Burnett	Adlabs Imagica, SBI Cards, Casa Grande	97.80	Heinz Project	68.85
9	6	RK Swamy BBDO	Kokuyo Camlin, Magicbricks.com Digital	67.55	Mercedes-Benz Digital	33.78
10	12=	Law and Kenneth	Jockey International	24.13		24.13
11	12=	Publicis + Publicis Ambiance	Mothers Recipie, Market Gate Project, MTR Project	25.57		23.88
12	8	BBH	HUL, Piaggio Project	19.30		19.30
13	11	Dentsu	Anchor Project, SpiceJet	16.65		16.65
14	12=	Contract Advertising	PayTM	3.86	Caratlane	3.86
15=	12=	Havas Worldwide		0.00		0.00
15=	12=	Percept		0.00		0.00
15=	12=	Iris		0.00		0.00
15=	12=	Wieden & Kennedy		0.00		0.00
15=	12=	Saatchi & Saatchi		0.00		0.00
14	12=	Bates 141		0.00	Idea - IPL Project	(0.48)
14	24	TBWA	Johnson & Johnson Project, Daikin Air Conditioning, The Chopras	13.73	Marvel Realtors	(0.74)
14	23	M&C Saatchi		0.00	Aditya Birla Money	(3.62)
14	22	DraftFCB	OBI Mobiles, Nathella Sampath Jewellery	4.58	Info Edge	(22.44)
14	7	JWT	Hamdard Laboratories Project,	33.71	Videocon (Handsets/TV/FTP)	(61.35)

MEDIA AGENCIES NEW BUSINESS LEAGUE

India/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)
1	1	MediaCom	Tata DoCom	241.25		241.25
2	7	Carat	Microsoft, Ayurwin, Indian National Congress(OOH)	183.35	SCA (Tempo)	180.94
3	2	ZenithOptimedia	Mavshack, Daikin, Anchor	165.74		165.74
4	3	Starcom MediaVest	General Mills, Jindal Steels	143.54	The Mobile Store	133.89
5	15	Havas Media	Xolo Digital	144.75	ABD	113.39
6	5	OMD	Snapdeal.com, Credit Information Bureau	105.91		105.91
7	6	Maxus	Vodafone, BML Educorp Services, ICC	85.64		85.64
8	4	Vizeum	ABD, C\$S Electric, The Mobile Store	80.96		80.96
9	16	MEC	Beiersdorf Nivea, Lovely Professional University	77.68	Bajaj Consumer	16.16
10	10=	Lintas Media Group	Communications Client	14.48		14.48
11	9=	PHD	Transition Optical, Isuzu	10.86		10.86
12	8	Mindshare	Volvo	6.76		6.76
13=	10=	Madison Media		0.00		0.00
13=	10=	TME		0.00		0.00
13=	10=	Allied Media		0.00		0.00
16	9=	Dentsu Media	Tourism Client	4.83	Daikin	(12.06)
17	17	Lodestar Universal	Exide Life Insurance, Ratnakar Bank, Tata Wolverine	72.38	Microsoft	(178.53)

The R3 New Business League has been compiled each of the last 140 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.