

CREATIVE AGENCIES NEW BUSINESS LEAGUE

India/ May 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	Dabur Project, SAP, Universal Sports	473.57		473.57
2	3	Mudra DDB	Brigade Group, Micromax Mobile Project, Canon Project	237.39		237.39
3	2	Rediffusion Y&R	SCTL, Tata Motors Project, SBS Biotech	247.52	Microsoft CRM	233.05
4	4	McCann WorldGroup	adidas Project, Times Now Project, CEAT Tyres Project	189.86		189.86
5	5	Lowe	Myntra.com, Engro Foods, Astral Poly, Calypso Premises	151.00	Kokuyo Camlin	141.35
8	8	Leo Burnett	Axis Bank, Emami (Boroplus), Bharti Axa	129.00	Micromax Mobile Project	99.63
6	6	Grey Group India	Cadbury (Digital), Shaze Luxury Retail, ITC Foods (Juices), Hubtown, Times Now Digital Project	101.33	AXA	97.71
7	7	Madison Creative	Airtel	96.50		96.50
9	11	Publicis + Publicis Ambiance	Gujarat Internet Project, AXA, Ravin Group, Intel Embedded System	67.31		65.62
10	9	RK Swamy BBDO	Kokuyo Camlin, Magicbricks.com Digital	71.17	Mercedes-Benz Digital	37.39
11	10	Law and Kenneth	Jockey International	24.13		24.13
12	12	BBH	HUL, Piaggio Project	19.30		19.30
13	13	Dentsu	Anchor Project, SpiceJet	16.65		16.65
14	14	Contract Advertising	PayTM	3.86	Caratlane	3.38
15=	15=	Havas Worldwide		0.00		0.00
15=	15=	Percept		0.00		0.00
15=	15=	Iris		0.00		0.00
15=	15=	Wieden & Kennedy		0.00		0.00
15=	15=	Saatchi & Saatchi		0.00		0.00
20	14	Bates 141		0.00	Idea - IPL Project	(0.48)
21	14	TBWA	Johnson & Johnson Project, Daikin Air Conditioning, The Chopras	13.73	Marvel Realtors	(0.74)
22	14	M&C Saatchi		0.00	Aditya Birla Money	(3.62)
23	14	DraftFCB	OBI Mobiles, Nathella Sampath Jewellery	4.58	Info Edge	(26.54)
24	14	JWT	Hamdard Laboratories Project, InfoEdge Project, Dunkin Donuts	53.43	Videocon (Handsets/TV/FTP)	(41.62)

MEDIA AGENCIES NEW BUSINESS LEAGUE

India/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)
1	5	Havas Media	MTS, BBC, ISS Hicare, NCP	412.54	ABD	381.18
2	2	Carat	Ayurwin, Hubtown	247.73	SCA (Tempo)	245.32
3	1	MediaCom	Tata DoComo	241.25		241.25
4	3	ZenithOptimedia	Mavshack, Daikin, Anchor	165.74		165.74
5	4	Starcom MediaVest	General Mills, Jindal Steels	143.54	The Mobile Store	133.89
6	6	OMD	Snapdeal.com, Credit Information Bureau	125.21		125.21
7	8	Vizeum	ABD, Integrated Network Services, The Mobile Store	87.24		87.24
8	7	Maxus	Vodafone, BML Educorp Services, ICC	85.64		85.64
9	9	MEC	Beiersdorf Nivea, Lovely Professional University, Goibibo	83.47	Bajaj Consumer	21.95
10	10	Lintas Media Group	Communications Client	14.48		14.48
11	11	PHD	Transition Optical, Isuzu	10.86		10.86
12	12	Mindshare	Volvo, Yakult Danone	55.01		55.01
13=	13=	Madison Media		0.00		0.00
13=	13=	TME		0.00		0.00
13=	13=	Allied Media		0.00		0.00
16	16	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 141 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.