

CREATIVE AGENCIES NEW BUSINESS LEAGUE

India/ July 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	Quest Global Services Project, NSDC Project, Half The Sky Project	653.06	Fiat Punto Project	628.94
2	2	Mudra DDB	IDBI Bank, Cordlife, Den Online	314.59		314.59
3	3	Rediffusion Y&R	Hindustan Lifecare, Sobha Developers, SCTL, Tata Motors Project, SBS Biotech	280.09	Microsoft CRM	265.62
4	4	McCann WorldGroup	Ministry Of Tourism Project, Quikr, Indiamart	248.49		248.49
5	5	Lowe	Myntra.com, Engro Foods, Astral Poly, Calypso Premises	151.00	Kokuyo Camlin	141.35
6	6	Grey Group India	Fenesta, Fiat Punto Project, Future Retail Limited Project	136.79	AXA	133.17
7	7	Leo Burnett	OLX Project, Future Generali India Life Insurance, Axis Bank	140.10	Micromax Mobile Project	110.73
8	8	Madison Creative	Airtel	96.50		96.50
9	9	Publicis + Publicis Ambiance	Field Fresh Foods Project, Axis Mutual Fund Project, Bayer (Fame Pesticide)	85.40		81.78
10	10	RK Swamy BBDO	Nissan Motors, Kokuyo Camlin, Magicbricks.com Digital, Cremica	74.79	Mercedes-Benz Digital	26.54
11	11	L&K Saatchi & Saatchi	Jockey International, HSBC Premier	24.13	House of Hiranandani Project	24.02
12	12	BBH	HUL, Piaggio Project	19.30		19.30
13	13	Dentsu	Delhi Dynamos, DEN Project, Reckitt Benckiser (Dettol) Project,	18.49		18.49
14	20	Bates 141		14.48	Idea - IPL Project	13.99
15	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
20	21	TBWA	FDCI Project, Cipla Pharmaceuticals Project, Triveni Turbine Project	16.63	Nissan Motors	(1.47)
21	22	M&C Saatchi		0.00	Aditya Birla Money	(3.62)
22	23	DraftFCB	OBI Mobiles, Nathella Sampath Jewellery	4.58	Info Edge	(26.54)
23	24	JWT	Naturals, Hamdard Laboratories Project, InfoEdge Project, Dunkin Donuts	53.91	Videocon (Handsets/TV/FTP)	(41.14)

MEDIA AGENCIES NEW BUSINESS LEAGUE

India/ July 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (Crore)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (Crore)
1	1	Carat	GM, Ayurwin, Clues Network(SEM), Cornerstone	414.14	Tempo Digital	411.73
2	2	Havas Media	Businessworld, MTS, BBC, ISS Hicare, NCP, Yepme.com	359.46	ABD	328.10
3	3	MediaCom	Tata DoComo, Roche Diagnostics	207.48		207.48
4	4	ZenithOptimedia	Times Internet, Star Pravah, SCA Libero, Mavshack, Daikin, Anchor	192.76		192.76
5	5	OMD	Kent RO Digital, Coach, Edabba, Asus	173.46		173.46
6	6	Starcom MediaVest	OLX Project, Bewakoof.com Project, Housethis Project	158.50	The Mobile Store	148.85
7	7	Vizeum	C&S Electric, Viacom18, ABD, Integrated Network Services	112.24		112.24
8	9	Mindshare	Bajaj Auto, Housing.com, Volvo, Yakult Danone	103.26		103.26
9	10	MEC	National Congress Party, Beiersdorf Nivea, World Vision India, Goibibo	119.78	Bajaj Consumer	58.26
10	8	Maxus	Vodafone, BML Educorp Services, ICC	85.64		37.39
11	12	PHD	GSK(Horlicks), Transition Optical, Isuzu	34.98		34.98
12	11	Lintas Media Group	Communications Client	14.48		14.48
13	13	Dentsu Media	Kohinoor Speciality Foods	5.03		5.03
14=	14=	TME		0.00		0.00
14=	14=	Allied Media		0.00		0.00
16	16	Madison Media		0.00	Auto Client	(124.49)
17	17	Lodestar Universal	Tata Motors, Exide Life Insurance, Ratnakar Bank	75.99	Microsoft	(174.91)

The R3 New Business League has been compiled each of the last 143 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.