

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / May 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	Renault India, Telangana Tourism Project	531.43	VLCC	469.23	46
2	5	Lowe	Hike, TI Cycles, Nilon's Enterprises, Lohiya Edible Oils	346.14	ET Now	337.88	20
3	3	Ogilvy	Lava International, IBM Project, Akosha Project	264.35		264.35	33
4	2	Mudra DDB	Bigen, Aircel, Mcvities, Epson Project	271.62		261.04	40
5	4	Leo Burnett	LT Foods, Bacardi Breezer Project, Craftsvilla Project	256.09	TV Today Network	220.82	32
6	6	Grey Group	Rajesh Estates & Nirman, Forum Projects	193.44		193.44	9
7	9	M&C Saatchi	Myntra Designs Project, DS Group Project	172.95	Nando's	141.85	6
8	7	McCann WorldGroup	Schimitten, ETS, Newshunt Project, Paytm, Biotique	206.50	Aircel	141.11	21
9	10	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	74.64	Emami	61.58	3
10	11	Rediffusion Y&R	Tata Power, India Today Group	37.32		37.32	2
11	12	L&K Saatchi & Saatchi	Acer	15.55		15.55	1
12	13	Dentsu	Microsoft India Project, Aditya Birla Money, Maruti Suzuki	11.25		11.25	11
13	14	SapientNitro	Education Client	6.22		6.22	1
14	15	TBWA	Hindustan Times - Studymate Project, The Claridges	1.24		1.24	2
15=	16=	Madison Creative		0.00		0.00	0
15=	16=	Havas Worldwide		0.00		0.00	0
15=	16=	Bates 141		0.00		0.00	0
15=	16=	Contract Advertising		0.00		0.00	0
15=	16=	Wieden & Kennedy		0.00		0.00	0
15=	16=	Iris		0.00		0.00	0
21	21	Percept		0.00	DB Heights	-9.33	0
22	22	BBH		0.00	Viber Media	-18.66	0
23	23	Publicis + Publicis Ambiance	Make my trip.com, Godaddy, DHL, MRPL	83.72	Mcvities	-22.02	33
24	24	FCB		0.00	Snap Deal(ATL)	-31.72	0
						2,081.2	260

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / May 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	228.0		228.00	37
2	4	MediaCom	Dainik Bhaskar, Mydala, Mango	124.0		123.99	8
3	2	PHD	Hector Beverages, SC Johnson(buying), Abhiman Technologies	99.8		99.83	7
4	3	Dentsu Media	OMRON, Ganesh Foods, JK Tyres, Bridgestone Brand	73.1		73.13	13
5	5	Havas Media	Arpita Agro Products, Caterpillar(Digital), OCM	55.7		55.73	5
6	6	Starcom MediaVest	Aircel	62.2	HDFC Bank	54.74	1
7	8	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	47.3	CRI Pumps	43.93	9
8	9	Mindshare	PayUMoney,Eco Care Building Products,Practo Technologies	43.5	Bridgestone	31.10	4
9	7	Maxus	Honda Cars, ICC, Essilor(digital)	101.7	SC Johnson(buying)	27.83	7
10	13	MEC	Just Buy Live, Wonderla, Aquaguard(digital), Wendy Burger	19.9		19.90	4
11	11	Lodestar Universal	PayU.com, Tata Capital, Lohiya Group, Tech Mahindra	17.0		17.02	0
12	12	OMD	Citrus Payment Solutions, CRI Pumps, Sobha Limited	21.6	Association of Mutual Funds of India	12.32	4
13=	14=	TME		0.0		0.00	0
13=	14=	Allied Media		0.0		0.00	0
13=	14=	Madison Media		0.0		0.00	0
16	17	ZenithOptimedia	Saavn, SBI General	52.7	Honda Cars	-28.15	5
17	10	Lintas Media Group	Doordarshan, Bharat Petroleum	38.9	Hindware	-64.69	0
						694.7	104

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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