

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / July 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	Dentsu Marcom Project, Gadgil Jewellers, Mahindra and Mahindra	661.49	VLCC	599.29	67
2	2	Lowe	Pernod-Ricard brands, Paranjpe Schemes, Tube Investments	576.83	ET Now	568.58	40
3	3	Ogilvy	Unicef Project, Uber Radio Taxi, Rajasthan Tourism	489.20	Incredible India	361.31	57
4	8	McCann WorldGroup	IDFC Bank, Incredible India, Fitzco Project	367.29	Kelvinator	295.67	27
5	4	Mudra DDB	Monsanto, Star Plus, Star FX	288.41	Ruchi (Sunrich)	277.84	53
6	5	Leo Burnett	ParentCircle, Essilor, CavinKare, Aurionpro Solutions Project	296.20	TV Today Network	260.94	41
7	6	Grey Group	Rajesh Estates & Nirman, Forum Projects	193.44		193.44	9
8	7	M&C Saatchi	Myntra Designs Project, DS Group Project, CIT	221.87	Nando's	190.77	8
9	9	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	74.64	Emami	61.58	3
10	23	Publicis + Publicis Ambiance	Radical Spaces, Times Television Network, Dr Morepen Project	165.51	Mcvties	59.77	59
11	12	Contract Advertising	Kelvinator, Sansui	55.98		55.98	4
12	10	Rediffusion Y&R	Tata Power, India Today Group	37.32		37.32	2
13	11	Dentsu	Maruti Suzuki, DEN Network, Carlsberg Beverages, Micromax	35.66	Spicejet	26.33	19
14	13	SapientNitro	Education Client	6.22		6.22	1
15	14	TBWA	Hindustan Times - Studymate Project, The Claridges	4.98		4.98	8
16=	15=	Havas Worldwide		0.00		0.00	0
16=	15=	Wieden & Kennedy		0.00		0.00	0
16=	15=	Iris		0.00		0.00	0
19	15=	Madison		0.00	Desh Ka Namak	-0.62	0
20	19	Bates 141		0.00	DEN Network	-1.03	0
21	20	L&K Saatchi & Saatchi	Acer	15.55	Savlon	-3.91	1
22	21	Percept		0.00	DB Heights	-9.33	0
23	22	BBH		0.00	Viber Media	-18.66	0
24	24	FCB		0.00	Snap Deal(ATL)	-31.72	0
						2,934.7	399

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / July 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	3	Starcom MediaVest	Aircel, Dabur, Jet Airways, BlaBla Cars	379.4	HDFC Bank	371.95	7
2	1	Carat	Khushi Foods, Coty Geneva S.A., Splash Fashions	231.3	Hector Beverages Project	225.06	43
3	2	MediaCom	Dainik Bhaskar, Mydala, Mango, Capri Sun Juices	126.2		126.17	9
4	4	PHD	Oxigen Wallet, Hector Beverages Project, My Notice Period	121.6		121.60	10
5	10	Mindshare	LimeRoad.com, Grofers, Think and Learn	124.4	Bridgestone	111.96	12
6	6	Havas Media	Arpita Agro Products, Caterpillar(Digital), Kurl-on	99.3		99.27	7
7	12	OMD	Levi Strauss, Go Colours, Grabhouse	96.3	Association of Mutual Funds of India	86.95	10
8	9	Lodestar Universal	Mahindra Retail, Nexen Tyres, Akosha	65.0		65.03	0
9	7	MEC	Just Buy Live, Uber Taxi, P N Gadgil Jewellers	65.0		65.00	7
10	5	Dentsu Media	Suzuki, Maiyas Foods, Carlsberg	92.6	Kurl-on	61.46	21
11	8	Maxus	Honda Cars, ICC, Essilor(digital), McCain Food, Paper Boat	129.7	SC Johnson(buying)	55.82	9
12	11	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	47.6	Jet Airways	28.69	10
13	13	ZenithOptimedia	Saavn, SBI General, DBS, Fitbit	84.1	Honda Cars	3.27	7
14=	14=	TME		0.0		0.00	0
14=	14=	Allied Media		0.0		0.00	0
16	16	Madison Media	Shaadi.com	9.3	McCain Food	-31.10	1
17	17	Lintas Media Group	Doordarshan, Bharat Petroleum	38.9	Hindware	-64.69	0
						1,326.4	153

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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.

For more details please write to greg@rthree.com