

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Aug 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	2	Lowe	Mantena Technologies, Think & Learn Project, Tata Global Beverages	681.06	ET Now	672.80	49
2	1	JWT	Exide, Cozum Analytics, Orissa Govt. Project	711.18	VLCC	648.99	82
3	3	Ogilvy	Adani Reality, Unicef Project, Uber Radio Taxi, Rajasthan Tourism	518.12	Incredible India	390.24	67
4	6	Leo Burnett	HDFC bank, Bharti Axa Life Insurance Project	369.91	TV Today Network	334.64	44
5	5	Mudra DDB	Dheeraj Realty, Aegon Life, Shapoorji Pallonji	343.77	Ruchi (Sunrich)	333.19	70
6	4	McCann WorldGroup	Heinz - Complan Project, IDFC Bank, Incredible India	369.46	Kelvinator	297.85	28
7	7	Grey Group	Rajesh Estates & Nirman, Forum Projects	193.44		193.44	9
8	8	M&C Saatchi	Myntra Designs Project, DS Group Project, CIT	221.87	Nando's	190.77	8
9	10	Publicis + Publicis Ambiance	Michelin Tyres, Mobile Wallet, URDoorstep.com	195.37	Mcvties	89.63	67
10	9	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	79.30	Emami	66.24	4
11	11	Contract Advertising	Kelvinator, Sansui	55.98		55.98	4
12	13	Dentsu	Maruti Suzuki, DEN Network, Carlsberg Beverages, Micromax	48.10	Spicejet	38.77	20
13	12	Rediffusion Y&R	Tata Power, India Today Group	37.32		37.32	2
14	14	SapientNitro	Education Client	6.22		6.22	1
15	15	TBWA	Hindustan Times - Studymate Project, The Claridges	4.98		4.98	8
16=	16=	Havas Worldwide		0.00		0.00	0
16=	16=	Wieden & Kennedy		0.00		0.00	0
16=	16=	Iris		0.00		0.00	0
19	19	Madison		0.00	Desh Ka Namak	-0.62	0
20	20	Bates 141		0.00	DEN Network	-1.03	0
21	21	L&K Saatchi & Saatchi	Acer	15.55	Savlon	-3.91	1
22	22	Percept		0.00	DB Heights	-9.33	0
23	23	BBH		0.00	Viber Media	-18.66	0
24	24	FCB		0.00	Snap Deal(ATL)	-31.72	0
						3,295.8	464

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Aug 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	Starcom MediaVest	Aircel, Dabur, Jet Airways, BlaBla Cars	391.9	HDFC Bank	384.39	8
2	2	Carat	Khushi Foods, Coty Geneva S.A., Splash Fashions	231.3	Hector Beverages Project	225.06	43
3	5	Mindshare	Craftsvilla, Facebook, Groupon, Lime Road	161.7	Bridgestone	149.28	16
4	4	PHD	Oxigen Wallet, Hector Beverages Project, My Notice Period	130.9		130.93	11
5	6	Havas Media	ClubMyCab, FoodCloud.in, Caterpillar(Digital), Kurl-on	116.1		116.06	9
6	3	MediaCom	Dainik Bhaskar, Mydala, Mango, Capri Sun Juices	126.2	Etihaad Airways Partners	113.73	9
7	7	OMD	Oxigen Services, Parryware/ Roca, Sunshine Teahouse	118.1	Association of Mutual Funds of India	108.72	13
8	9	MEC	Zopper, Just Buy Live, Uber Taxi, P N Gadgil Jewellers	74.3		74.33	8
9	8	Lodestar Universal	Mahindra Retail, Nexen Tyres, Akosha	65.0		65.03	0
10	10	Dentsu Media	Suzuki, Maiyas Foods, Carlsberg	92.6	Kurl-on	61.46	21
11	11	Maxus	Honda Cars, ICC, Essilor(digital), McCain Food, Paper Boat	129.7	SC Johnson(buying)	55.82	9
12	12	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	47.6	Jet Airways	28.69	10
13	13	ZenithOptimedia	Truecaller, India Transact, Timesaverz	90.0	Honda Cars	9.17	11
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
						1,426.9	169

### METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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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