

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Sep 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               | Mullen Lowe Lintas Group     | TVS Sport, Mobizz, Mantena Technologies, Think & Learn Project  | 761.91                            | ET Now           | 753.66                                | 0          |
| 2               | 2               | J. Walter Thompson           | TUI Project, Nirmal Lifestyle, Loyalty Rewards Project          | 790.05                            | VLCC             | 727.85                                | 0          |
| 3               | 3               | Ogilvy                       | Lodha Group, ICICI Lombard, Q Mobile Project                    | 600.22                            | Incredible India | 472.34                                | 73         |
| 4               | 4               | Leo Burnett                  | Vodafone Project, HDFC bank, Bharti Axa Life Insurance Project  | 437.20                            | TV Today Network | 401.93                                | 49         |
| 5               | 5               | Mudra DDB                    | Dheeraj Realty, Aegon Life, Shapoorji Pallonji                  | 343.77                            | ICICI Lombard    | 314.53                                | 70         |
| 6               | 6               | McCann WorldGroup            | Heinz - Complian 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                  | DS Group Project, Myntra Designs Project, DS Group Project, CIT | 221.87                            | Nando's          | 190.77                                | 8          |
| 9               | 9               | Publicis + Publicis Ambiance | Qihoo360, Hero MotoCorp, Michelin Tyres, Mobile Wallet          | 266.27                            | Mcvties          | 160.54                                | 70         |
| 10              | 10              | RK Swamy BBDO                | P&G Brands, Zandu, Viber Media                                  | 79.30                             | Emami            | 60.02                                 | 4          |
| 11              | 11              | Contract Advertising         | Kelvinator, Sansui  | 55.98                             |                  | 55.98                                 | 4          |
| 12              | 12              | Dentsu                       | Phillips Home Appliances Project, Facebook Project              | 59.27                             | Spicejet         | 49.94                                 | 22         |
| 13              | 13              | Rediffusion Y&R              | Tata Power, India Today Group                                   | 37.32                             |                  | 37.32                                 | 2          |
| 14              | 22              | Percept                      |   | 31.10                             | DB Heights       | 21.77                                 | 1          |
| 15              | 20              | Bates 141                    | Kelzai Secrets  | 18.66                             | DEN Network      | 17.63                                 | 1          |
| 16              | 21              | L&K Saatchi & Saatchi        | Acer, Hamdard   | 27.99                             | Savlon           | 8.53                                  | 2          |
| 17              | 14              | SapientNitro                 | Education Client  | 6.22                              |                  | 6.22                                  | 1          |
| 18              | 15              | TBWA                         | Hinustan Times - Studymate Project, The Claridges               | 4.98                              |                  | 2.80                                  | 8          |
| 19-             | 16=             | Havas Worldwide              |   | 0.00                              |                  | 0.00                                  | 0          |
| 19-             | 16=             | Wieden & Kennedy             |   | 0.00                              |                  | 0.00                                  | 0          |
| 19-             | 16=             | Iris                         |   | 0.00                              |                  | 0.00                                  | 0          |
| 22              | 19              | Madison                      |   | 0.00                              | Desh Ka Namak    | -0.62                                 | 0          |
| 23              | 23              | BBH                          |   | 0.00                              | Viber Media      | -18.66                                | 0          |
| 24              | 24              | FCB                          |   | 0.00                              | Snap Deal(ATL)   | -50.38                                | 0          |
|                 |                 |                              |   |                                   |                  | 3,703.5                               | 352        |

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Sep 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              | Sistema Shyam Teleservices, UIDAI, MTS                     | 281.2                             | Hector Beverages Project             | 274.96                                | 48         |
| 3               | 3               | Mindshare          | Alliance Real Estate, Homelane.com, Royal Classic Mills    | 183.5                             | Bridgestone                          | 171.05                                | 19         |
| 4               | 4               | PHD                | Oxigen Wallet, Hector Beverages Project, My Notice Period  | 130.9                             |                                      | 130.93                                | 11         |
| 5               | 5               | Havas Media        | ClubMyCab, FoodCloud.in, Caterpillar(Digital), Kurl-on     | 116.1                             |                                      | 116.06                                | 9          |
| 6               | 6               | 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               | 8               | MEC                | Rolex, Zopper, Just Buy Live, Uber Taxi                    | 79.0                              |                                      | 78.99                                 | 9          |
| 9               | 9               | 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              | 13              | ZenithOptimedia    | Truecaller, India Transact, Timesaverz                     | 117.7                             | Honda Cars                           | 36.87                                 | 22         |
| 13              | 12              | Vizeum             | HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic     | 54.1                              | Jet Airways                          | 35.22                                 | 12         |
| 14              | 16              | Madison Media      | Milton, Treo, Piramal Realty, Ziggy.com                    | 52.9                              | McCain Food                          | 12.44                                 | 8          |
| 15=             | 14=             | TME                |  | 0.0                               |                                      | 0.00                                  | 0          |
| 15=             | 14=             | Allied Media       |  | 0.0                               |                                      | 0.00                                  | 0          |
| 17              | 17              | Lintas Media Group | Icare Learning, Doordarshan, Bharat Petroleum              | 54.4                              | Hindware                             | -49.14                                | 0          |
|                 |                 |                    |  |                                   |                                      | 1,596.5                               | 198        |

### METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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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