

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

India / Oct 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	J Walter Thompson	Century LED, Audi Project, Abbott, UrbanClap	878.50	VLCC	816.30	111
2	1	Mullen Lowe Lintas Group	TVS Sport, Mobizz, Mantena Technologies, Think & Learn Project	761.91	GKB Rx Lens	667.54	51
3	4	Leo Burnett	General Mills, PVR Pictures Project, Future Generali Project	672.34	TV Today Network	637.07	70
4	3	Ogilvy	World Gold Council, Lodha Group, ICICI Lombard, Q Mobile Project	622.30	Incredible India	481.05	77
5	5	Mudra DDB	IFB(Digital), Water-Aid Project, Mahindra Reva Project	362.74	ICICI Lombard	333.50	80
6	6	McCann WorldGroup	Nestle Project, Tata Communication Project, Invisalign	382.72	Kelvinator	311.11	31
7	7	Grey Group	Rajesh Estates & Nirman, Forum Projects	193.44		193.44	9
8	8	M&C Saatchi	Funbars Hospitality, DS Group Project, Myntra Designs Project	222.07	Pushpanjali Realms	190.76	9
9	9	Publicis + Publicis Ambiance	Heineken, Times Television Network, Anita Dongre Project	293.64	Mcvities	187.90	80
10	13	Rediffusion Y&R	GKB Rx Lens, AMB Developers, MTDC	139.95		139.95	6
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	-	Cheil	adidas, Inshorts (ATL), Spencer's Project, Supertech (ATL)	49.76		49.76	17
14	10	RK Swamy BBDO	P&G Brands, Zandu, Viber Media	79.30	General Mills	25.04	4
15	14	Percept	Sleepwell	31.10	DB Heights	21.77	1
16	15	Bates 141	Kelzai Secrets	18.66	DEN Network	17.63	1
17	16	L&K Saatchi & Saatchi	Acer, Hamdard	27.99	Savlon	8.53	2
18	17	SapientNitro	Education Client	6.22		6.22	1
19	18	TBWA	Hindustan Times - Studymate Project, The Claridges	4.98		2.80	8
20=	19=	Havas Worldwide		0.00		0.00	0
20=	19=	Wieden & Kennedy		0.00		0.00	0
20=	19=	Iris		0.00		0.00	0
23	22	Madison		0.00	Desh Ka Namak	-0.62	0
24	23	BBH		0.00	Viber Media	-18.66	0
25	24	FCB		0.00	Snap Deal(ATL)	-50.38	0
						4,126.6	584

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

India / Oct 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	Dabur, Jet Airways, AblnBev, Lodha(Digital), Coverfox	427.6	HDFC Bank	420.16	11
2	2	Carat	Sistema Shyam Teleservices, UIDAI, MTS	303.6	Hector Beverages Project	297.36	49
3	6	MediaCom	Future Group, Koovs.com, Havmor	250.6	Etiad Airways Partners	238.13	13
4	5	Havas Media	HolidayIQ.com, BlueStone.com, Clovia.com	220.9	Shyam Telecom	208.74	14
5	3	Mindshare	General Mills, Alliance Real Estate, Homelane.com, Royal Classic Mills	199.0	Bridgestone	186.60	20
6	7	OMD	Dr. Oetker, World Gold Council, Home Credit, Deoleo	164.7	Association of Mutual Funds of India	155.37	19
7	4	PHD	Inshorts, Oxigen Wallet, Hector Beverages Project	137.1		137.15	12
8	9	Lodestar Universal	Mahindra Retail, Nexen Tyres, Akosha	65.0		65.03	0
9	11	Maxus	Honda Cars, ICC, Essilor(digital), McCain Food, Paper Boat	129.7	SC Johnson(buying)	55.82	9
10	12	ZenithOptimedia	Droom, Truecaller, India Transact, Timesaverz	136.4	Honda Cars	55.53	23
11	8	MEC	UCWeb(Digital), Rolex, Zopper, Just Buy Live	81.5	BlueStone.com	55.05	10
12	10	Dentsu Media	Suzuki, Maiyas Foods, Carlsberg	92.6	HolidayIQ.com	33.47	21
13	13	Vizeum	HDFC Securities, Balaji Trust, Saint-Gobain, Panasonic	54.1	Jet Airways	27.45	12
14	15=	TME		0.0		0.00	0
15	14	Madison Media	Milton, Treo, Piramal Realty, Ziggy.com	0.0	AblnBev	-40.43	0
16	17	Lintas Media Group	Icare Learning, Doordarshan, Bharat Petroleum	54.4	Hindware	-49.14	0
17	15=	Allied Media		0.0	Future Group	-62.20	0
						1,784.1	213

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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