

Creative New Business League (India) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	5	Ogilvy	Dhanalakshmi Bank, IndusInd Bank, Gujarat Tourism, Luminous	168.4	Aditya Birla	153.9
2	19=	Leo Burnett	Vedanta, P&G Activation Projects, McCain Foods	99.3		99.3
3	15=	Euro RSCG	City Walk HY, M3M, IBM Project, Jaypee Group	91.7		91.7
4	1	Law and Kenneth	Kent RO Water Purifier, Parle Digital, Kelvinator, Sansui	86.9		86.9
5	3	Mudra DDB	Shakti Pumps, Oviessse, Thomson Reuters, L&T Mutual Funds	65.1		65.1
6	2	Grey Group India	Motilal Oswal, Breach Candy Hospital, Jaslok Hospital	77.2	Spencer's Retail	62.7
7	7	McCann WorldGroup	Artsana India - Chicco, Zicom Retail, Loyalty Mine	61.7		61.7
8	8	JWT	Emerald Lands, Castrol, UNICEF, Union Bank KBC	55.9		55.9
9	4	Bates 141	ITC, Chennai Marathon	53.1		53.1
10	6	Wieden & Kennedy	HCL Technologies, Budweiser, The Park Hotel	48.3		48.3
11	23	DraftFCB	Hero Honda Motors (Sponsorship Project) , Abbott Nutrition	48.3	Micromax	38.6
12	9	M&C Saatchi	Grasim Suitings, Aditya Birla	29.0		29.0
13	10	BBH	Unilever Lakme Salon	24.1		24.1
14	17	Lowe	Nirula's, Gaursons, Micromax Informatics	62.7	Unilever Lakme Salon	20.7
15=	11=	Publicis + Publicis Ambiance	JK Helene Curtis, VIP Luggage	19.3		19.3
15=	11=	TBWA	NewsX, IDFC Mutual	19.3		19.3
15=	14	Dentsu	Wynncom, Hitachi	19.3		19.3
18=	13	Percept	Lakshmi Energy & Foods, Pavers England, Lovely University	12.1		12.1
18=	15=	Rediffusion Y&R	Cavin Kare, Balaji Telefilms	12.1		12.1
20	18	Iris	Alpha G, MTS	1.4		1.4
21=	19=	Madison Creative		0.0		0.0
21=	19=	Saatchi and Saatchi		0.0		0.0
21=	19=	Contract Advertising		0.0		0.0
21=	24	RK Swamy BBDO	CMS Computer Institute, Lloyd Group	57.9	Amrutanjan	0.0

Media New Business Scoreboard (India) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	Mindshare	Dhanalakshmi Bank, Muthoot Fincorp, South Asia FM	777.5	Unilever Digital	743.8
2	2	MEC	Colgate, Mercedes Benz	168.9	Neo Sports	149.6
3	7	ZenithOptimedia	Mitsubishi, Chicco, Times Business Solutions, McCain Foods	153.4	Mcroe	139.0
4	3	Maxus	Bausch & Lomb, Neo Sports, Obopay, Mcroe	139.9		136.3
5	4	OMD	Hindustan Pencils, Team Lease, Cotton World	86.9		86.9
6	6	Madison Media	Shriram Transport, General Motors	111.0	Zee Entertainment	82.0
7	5	Lintas Media Group	Hamdard (Wakf) Laboratories, Religare Enterprises, Voltas	48.3		48.3
8	9	Carat	AirAsia, Scandi Foods, Nestle (OOH)	39.8		39.8
9	8	Vizeum	Amrutanjan, Iplayup Cricket	29.9		29.9
10	10=	Lodestar Universal	AIA Asia Pacific	6.5		6.5
11	11=	MPG	She Comfort	9.7	Hindustan Pencils	3.9
12=	11=	PHD		0.0		0.0
12=	11=	Starcom MediaVest		0.0		0.0
12=	11=	Allied Media		0.0		0.0
15	15	MediaCom	Streak, Vasmol	9.7	Multi Screen Media	(62.7)
16	16	TME		0.0	Colgate	(96.5)

CREATIVE AGENCIES

Ogilvy went to the top position securing several wins including Dhanalakshmi Bank. Leo Burnett and Euro RSCG jumped to the second and third place, both snapping several accounts. Law and Kenneth made up the top four.

MEDIA AGENCIES

Mindshare maintained the top position securing Dhanalakshmi Bank, Muthoot Fincorp and South Asia FM. Fastest mover this month is ZenithOptimedia, who snapped several wins including Mitsubishi. MEC and Maxus made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.