

## Creative New Business League (India) – Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
<b>1</b>	<b>1</b>	<b>Leo Burnett</b>	Asia Motor Works Heavy Commercial Vehicles, Deccan Charters, Hinduja Global Solutions BPO	219.54		219.54
<b>2</b>	<b>3</b>	<b>Lowe</b>	Suzlon, SpeakAsiaOnline	77.20		77.20
<b>3</b>	<b>4</b>	<b>Grey Group India</b>	Fujifilm, Butterfly Home Appliances	69.48		69.48
<b>4</b>	<b>2</b>	<b>Ogilvy</b>	Star India Network, SKS Micro Finance, Bagmane Group	76.72	Just Dial	62.24
<b>5</b>	<b>8</b>	<b>JWT</b>	Smirnoff, Everonn Education, Viveks	60.41		60.41
<b>6</b>	<b>5</b>	<b>RK Swamy BBDO</b>	Blackberry Asia Pacific, Jindal Steel and Power	50.18		50.18
<b>7</b>	<b>6</b>	<b>TBWA</b>	ANZ Asia Pacific, Gati, GVK-Chhatrapati Shivaji International Airport	45.36		45.36
<b>8</b>	<b>7</b>	<b>Euro RSCG</b>	Bosch Asia Pacific, Jim Bean Spirits, Volvo Construction	42.94		42.94
<b>9</b>	<b>11</b>	<b>Law and Kenneth</b>	Tata AIG General Insurance, Dabur	33.78		33.78
<b>10</b>	<b>24</b>	<b>McCann WorldGroup</b>	UNICEF, Usha International, Subway	64.79	MetLife	24.75
<b>11</b>	<b>9</b>	<b>Publicis + Publicis Ambiance</b>	Merino Group, Angel Broking, LG Digital Asia Pacific	17.57		17.57
<b>12</b>	<b>10</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific, ONGC, Reliance Industries	17.37		17.37
<b>13</b>	<b>15=</b>	<b>DraftFCB</b>	Zee Entertainment Enterprises	14.48		14.48
<b>14</b>	<b>12</b>	<b>Rediffusion Y&amp;R</b>	Columbia Asia, Tata Realty, Brahma Group	9.17		9.17
<b>15</b>	<b>13</b>	<b>M&amp;C Saatchi</b>	Bajaj Allianz Life Insurance	5.91		5.91
<b>16</b>	<b>14</b>	<b>Bates 141</b>	Ashok Layland	1.93		1.93
<b>17=</b>	<b>15=</b>	<b>Mudra DDB</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>BBH</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>Wieden &amp; Kennedy</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>Dentsu</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>Percept</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>Iris</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>Madison Creative</b>		0.00		0.00
<b>17=</b>	<b>15=</b>	<b>Contract Advertising</b>		0.00		0.00

## Media New Business League (India) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	ZenithOptimedia	Merino Laminates, OLX.com	209.16		185.04
2	2	OMD	Avaya, Zoomin.com, BSH	131.24		131.24
3	3	Starcom MediaVest	Yahoo Asia Pacific, Avantha, Symphony	72.38		72.38
4	4	Vizeum	Nickelodeon, TTK Prestige, TI Cycle, Lotus Herbal	56.45		56.45
5	5	MEC	Daily News & Analysis, Starwood Hotels Asia Pacific	28.71		28.71
6=	6=	Maxus	Myntra.com	24.13		24.13
6=	6=	MediaCom	MakeMyTrip.com	24.13		24.13
8	10	PHD	Hotels.com Asia Pacific	22.20		22.20
9	9	Carat	Sonear Ply, Timex OOH, Anchor Electronics OOH	17.47		17.47
10	8	Lintas Media Group	SpeakAsiaOnline	9.65		9.65
11=	11=	Lodestar Universal		0.00		0.00
11=	11=	Madison Media		0.00		0.00
11=	11=	Allied Media		0.00		0.00
11=	11=	TME		0.00		0.00
15	15	Mindshare		0.00	Yahoo!	(24.13)
16	16	MPG	Clarks Future Footwear, Bosch Asia Pacific, Escada Asia Pacific	27.26	Reckitt Benkeiser	(165.74)

### CREATIVE AGENCIES

Leo Burnett stayed on top spot with several wins, including Asia Motor Works Heavy Commercial Vehicles and Deccan Charters. Lowe moved up to second, securing Suzlon and SpeakAsiaOnline. Grey and Ogilvy made up the rest of the top four.

### MEDIA AGENCIES

It was a quiet month for multinational media agency league, top four agencies had no change, only Vizeum picked up Nickelodeon.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

