

Creative New Business League (India) – August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	3	Mudra DDB	World Gold Council, Phoenix Market City, Arvind Retail	344.51		344.51
2	1	Ogilvy	Fox Crime, Dabur, SC Johnson Asia Pacific	317.94	Mantri Square Mall	296.02
3	2	Leo Burnett	Asia Motor Works Heavy Commercial Vehicles, Deccan	243.66		243.66
4	4	Grey Group India	Force Motors Project, Premier Inn Project, Audi India Project	135.58		135.58
5	5	RK Swamy BBDO	ICI Dulux Paints, SC Johnson Asia Pacific, VISA Asia Pacific	121.83	Asia Motor Works	131.48
6	8	JWT	ITC, Ashok Leyland, Edelweiss Tokyo Life insurance	131.82	Murugappa Group	105.28
7	6	Euro RSCG	Rohit Surfactants, Aegis Global, Paras Pharma	100.84		100.84
8	7	Lowe	iProf, 3M, BMA Wealth Creators	88.30	The Hindu	83.47
9	9	Law and Kenneth	Borges, The MobileStore, Rangeela, ADD Gel	61.76		61.76
10	10	Rediffusion Y&R	Paras Buildtech, Reliance Jewels, SIDBI	44.87	Xyllys	52.11
11	11	Saatchi and Saatchi	Wave Infratech, Skoda Auto, Invida	42.46		32.81
12	16	Contract Advertising	Ashok Leyland, Huawei Telecommunication, Corelle Kitchenware	28.95		28.95
13	17	McCann WorldGroup	ICI Dulux Paints, AETN-18, Aircel, Dulux	96.16	Onida	26.68
14	12	Publicis + Publicis	Mantri Square Mall, Knorr, Merino Group, Angel Broking	25.26		25.26
15	18=	Wieden & Kennedy	Xyllys, Heineken	14.48		14.48
16	14	TBWA	The New Indian Express, ANZ Asia Pacific, Gati	51.88	Mars Asia Pacific	13.28
17	13	M&C Saatchi	Barclay's Premier, CSC Technologies, Nilgai Foods	12.16		12.16
18	15	BBH	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
19	21	Percept	FedEx, Bihar Govt	7.24	Tata Motors	2.65
20=	18=	Iris		0.00		0.00
20=	18=	Madison		0.00		0.00
22	22	Bates 141	Ashok Layland	1.93	Century Ply	(4.83)
23	23	Dentsu	Ingersoll Rand, Birla Tyres	7.24	FedEx	(25.09)
24	24	DraftFCB	ICICI Credit Card, Zee Entertainment Enterprises	16.89	SC Johnson Asia Pacific	(129.31)

Media New Business League (India) –August 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	Pharas Pharma, IFB, Suzlon	448.00		423.88
2	2	OMD	SanDisk, Tyco, Corelle, AMFI	250.90	SAB TV	246.08
3	3	Maxus	SC Johnson Asia Pacific, Policy Bazaar, US Aid, Myntra.com	84.44		84.44
4	5	Vizeum	IMS, Nickelodeon, TTK Prestige, TI Cycle	83.96		83.96
5	4	Starcom MediaVest	BIBA, Yahoo Asia Pacific, Avantha, Symphony	77.20		77.20
6	8	MPG	The History Channel, CNBC Aawaz, Vaswani Group	254.04	Reckitt Benkeiser	61.04
7	6	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	51.15		51.15
8	7	MEC	Reliance Broadcast Network, Dell, Daily News & Analysis	43.18		43.18
9	9=	Lintas Media Group	iProf, Eveready Industries, SpeakAsiaOnline	38.60		38.60
10	11	Carat	MVN Education, ABC Consultants, Carrier Air Conditioning OOH	26.68		26.68
11	9=	MediaCom	Asiarooms, MakeMyTrip.com	26.06		26.06
12	12=	Allied Media	FedEx	9.65		9.65
13	12=	TME		0.00		0.00
14	14	Mindshare	Heineken, Nourish	12.06	Yahoo!	(12.06)
15	15	Lodestar Universal		0.00	SC Johnson Asia Pacific	(57.90)
16	16	Madison Media		0.00		(96.50)

CREATIVE AGENCIES

Mudra DDB jumped to top spot on the back of strong World Gold Council and Phoenix Market City wins. Ogilvy moved down to second, securing Fox Crime and Dabur. Leo Burnett and Grey made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia maintained on top spot, securing Pharas Pharma and IFB, followed by OMD. Maxus and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.