


## Creative New Business League(India) –Dec 2008

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Billings (Rs. Crore)</b>	<b>Recent Losses</b>	<b>Overall YTD Billings (Rs.Crore)</b>
<b>1</b>	<b>1</b>	<b>McCann Erickson</b>	Hero Honda Motors, Metlife India Insurance, Adlabs Films, ING VYSYA, Steel Authority of India	414.2	Monte Carlo, Hanes	383.9
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	ICICI Bank, Star Daiichi Insurance, Heroes Aids Project, Mahua TV, Tata Sky	446.6	Kotak Mahindra Bank, Future Group	350.2
<b>3</b>	<b>5</b>	<b>Lowe</b>	Knorr, HT Media Group, Hindustan Times, Dr Batra's	340.2	Thai Airways (Global part), ICICI Bank	220.5
<b>4</b>	<b>9</b>	<b>Mudra DDB</b>	Incredible India, Future Group Shopping Festival, HCC & Lavasa, Australia Tourism (Global), IL&FS	191.1	Nutrine Confectionary	174.3
<b>5</b>	<b>3</b>	<b>Rediffusion Y&amp;R</b>	HDFC Home Loans, Arvind Mills - Arrow, Star Union Dai Chi, Orra, Schwarzkopf (Henkel)	205.8	FTK Technologies, GPI Tipper Cigarette Portfolio	165.9
<b>6</b>	<b>NA</b>	<b>Contract Advertising</b>	SpiceJet, Anchor Electricals, Tata Indicom, Whirlpool, Maneesh Pharma	147.0		147.0
<b>7</b>	<b>6</b>	<b>Bates 141</b>	Apollo Hospital, Nirula, Chennai Live, Fiat, Radio city	159.6	IDBI, Kewal Kiran Clothing	126.0
<b>8</b>	<b>7</b>	<b>JWT</b>	Anchor Electricals, Ceat Tyres, Taj Mahal Hotel India, Spice Jet, Anchor Electricals	263.6	Knorr (Asia Pacific), SUN DTH	125.4
<b>9</b>	<b>4</b>	<b>RK Swamy BBDO</b>	Real Global, Amrutanjan, Financial Technologies, Sieger Solutions	178.9	VISA (Asia Pacific), Aircel	115.9
<b>10</b>	<b>11</b>	<b>Euro RSCG</b>	Bharat Sanchar Nigam, INX, Future Brands, Airtel, Carrefour	131.3	Emirates	97.7
<b>11</b>	<b>12</b>	<b>Saatchi and Saatchi</b>	Videocon, Shyam Telelink, Sansui, Kelvinator, DesiTara	100.8	Future Generali	92.4
<b>12</b>	<b>8</b>	<b>TBWA</b>	Angel Broking, VISA (Asia Pacific), VGN, Sennheiser, Polaris	123.5	Platinum, Pantaloon Retail	83.6
<b>13</b>	<b>10</b>	<b>Grey Group India</b>	Wockhardt Hospital, Convergys, Satyam Cinemas, Meridian Mobile, Vispark Jewellery	132.3	Suzuki, My FM	65.1
<b>14</b>	<b>NA</b>	<b>BBDO India</b>	7 UP, Quaker Oats, P&G Gillette	63.0		63.0
<b>15</b>	<b>NA</b>	<b>Triton</b>	YOMO, Golden Chariot Luxury Train, Mentor Learnings, Sterling Hospitals	67.2	Fena Detergent	63.0
<b>16</b>	<b>NA</b>	<b>Publicis Ambience</b>	Videocon DTH, Diageo, Clickjobs.com, IndiaAutomobile.com	67.2		58.8
<b>17</b>	<b>13</b>	<b>Leo Burnett</b>	The Express Group, Big TV, Tata Capital, Reliance Globalcom	75.6	SAB TV, GoaFest '08	46.2
<b>18</b>	<b>14</b>	<b>Wieden &amp; Kennedy</b>	A1 GP, Target, Geodesic, Save the Children	46.2		46.2
<b>19</b>	<b>15</b>	<b>DraftFCB</b>	Zee Tamil, Hero Honda, Indian Oil, InBev, ICICI Bank	58.8	Tata Indicom, Whirlpool	42.0

<b>20</b>	<b>NA</b>	<b>Iris</b>	Sony Ericsson, Shell Helix, Nine dot Nine Media, Yum Restaurants, Maruti Suzuki	<b>50.4</b>	<b>Dish TV</b>	<b>42.0</b>
<b>21</b>	<b>NA</b>	<b>Percept/H</b>	Bajaj Allianz Capital Shield, Force India, SBI Mutual Fund, MTNL	<b>33.6</b>		<b>33.6</b>
<b>22</b>	<b>18</b>	<b>M&amp;C Saatchi</b>	Turner, TM International (Global), Glitz Cameras, Franklin Templeton, Tiger Beer	<b>91.8</b>	<b>Australia Tourism Global</b>	<b>33.0</b>
<b>23</b>	<b>NA</b>	<b>Pressman</b>	Union Bank of India, Allahabad Bank, Shipping Corporation, Elpro, Mother Dairy	<b>42.0</b>	<b>GSK Pharma, MTNL</b>	<b>29.4</b>
<b>24</b>	<b>NA</b>	<b>Orchard Advertising</b>	Peter England People, Nicholas Piramal, Subhiksha Telecom, Godrej & Boyce	<b>37.8</b>	<b>Air Deccan, Lotte India</b>	<b>29.4</b>
<b>25</b>	<b>NA</b>	<b>Law &amp; Kenneth</b>	Times Now, Skoda Fabia, Vivel ( ITC), Hungama, Anchor Oral Care	<b>42.0</b>	<b>Hirco, Uppals Construction</b>	<b>25.2</b>
<b>26</b>	<b>NA</b>	<b>Saints &amp; Warriors</b>	Pantaloons, Cremica, Faber, Ticketvala	<b>16.8</b>		<b>16.8</b>
<b>27</b>	<b>NA</b>	<b>Fortune</b>	Mitsubishi Electric, DWS, British Council, TI Cycles, Toshiba	<b>25.2</b>	<b>K-Lounge, Tech Mahindra</b>	<b>16.8</b>
<b>28</b>	<b>16</b>	<b>Publicis</b>	Hindustan Lever, Bharat Matrimony, Reliance - Money, Firepower, Iffco Tokio	<b>39.9</b>	<b>Godrej Sara lee</b>	<b>14.7</b>
<b>29</b>	<b>NA</b>	<b>Creativeland Asia</b>	Saint Juice, Café Coffee Day, BigAdda.com, Nakshatra, Ramada Resorts	<b>14.7</b>	<b>14.7</b>	
<b>30</b>	<b>NA</b>	<b>mc2</b>	Italicks, Centrum, Cinemax, Jo Soap	<b>21.0</b>	<b>Dale Carnegie, Everest Roofing</b>	<b>12.6</b>
<b>31</b>	<b>NA</b>	<b>Interface</b>	Mahindra & Mahindra Xylo	<b>8.4</b>		<b>8.4</b>
<b>32</b>	<b>17</b>	<b>BBH</b>	Chupa chups(Asia Pacific)	<b>1.7</b>		<b>1.7</b>

## Media New Business Scoreboard(China) – Dec 2008

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Billings (Rs. Crore)</b>	<b>Recent Losses</b>	<b>Overall YTD Billings (Rs.Crore)</b>
<b>1</b>	<b>1</b>	<b>Mindshare</b>	Sagar Cement, Sobaghya Advertising Service, ABP, MSD Pharmaceuticals, Sara Lee (Asia Pacific)	<b>485.1</b>	<b>Bunge India</b>	<b>430.5</b>
<b>2</b>	<b>2</b>	<b>ZenithOptimedia</b>	Confederation of India Industry, Mitsubishi Electric, Mcenroe Chemicals, Bharat Hotels, Micromax Mobiles	<b>309.9</b>		<b>301.5</b>
<b>3</b>	<b>NA</b>	<b>Lintas Media Group</b>	Oriental Cuisines, Stovekraft, Wockhardt Hospitals, Jindal Stainless Steel, Business Standard	<b>247.8</b>	<b>Ultra Motors, Greenply</b>	<b>222.6</b>
<b>4</b>	<b>3</b>	<b>OMD</b>	Real TV Channel, Bunge India, Real Global Broadcast, Bajaj Capital, GE	<b>200.3</b>		<b>200.3</b>

<b>5</b>	<b>4</b>	<b>Madison</b>	Indian Oil, Levi's, Bharti Retail, Spice Jet Bharti AXA Mutual Fund, Bharti DTH	189.0		189.0
<b>6</b>	<b>5</b>	<b>MEC</b>	Nalli Silks, CRI Pumps, Zee Tamil, Ice Champions, Billcare	208.3		183.1
<b>7</b>	<b>6</b>	<b>MediaCom</b>	DLF Retail, Porsche, Convergys, Deccan Cargo, Skoda	203.7	Maxwell Industry, Motilal Oswal	149.1
<b>8</b>	<b>11</b>	<b>Universal McCann</b>	ING , BASF (Asia Pacific), Fossil, Sony Pictures, Asus	121.8	Intel Asia Pacific	75.6
<b>9</b>	<b>NA</b>	<b>Mudra Max</b>	Reliance Power IPO, BIG TV, Plethico Pharma, Disha Direct, Hanes	84.0	Amrutanjan	75.6
<b>10</b>	<b>10</b>	<b>MPG</b>	DLF Pramerica, VLCC, Hugo Boss (Asia Pacific), Market City, Kohler	132.3	Dell Asia Pacific	69.3
<b>11</b>	<b>8</b>	<b>Initiative</b>	Jyothy Laborities, Dr Batra's Health Clinic, Associated Breweries, Business Standard	60.9	HKTG Global	54.6
<b>12</b>	<b>7</b>	<b>Carat</b>	Air Asia, Lerros, Tourism Australia (Global), Muthoot Group-Finance	58.4	Jyothi Laboratories	50.0
<b>13=</b>	<b>9</b>	<b>TME</b>	Indian Overseas Bank, FTK Technologies, Sleepwell Mattress, DuPont, Triveni Media	50.4	IOCL	42.0
<b>13=</b>	<b>NA</b>	<b>Media Direction</b>	Siemens, Bharat Matrimony, Amrutanjan, Apollo Hospitals, Consim Info	50.4	Birla Sunlife	42.0
<b>15</b>	<b>12</b>	<b>Starcom</b>	Genting Resorts Global, Emirates Global, Future Generali, Diageo	29.4	Sara Lee (Asia Pacific), P&G Planning	<b>(71.8)</b>
<b>CREATIVE AGENCIES</b>						
McCann Erickson tops the table for 2008, with consistent results across all months, led by the Jet Airways and Sun DTH wins. In close position at second is Ogilvy and Mather, the highest rated agency in terms of perception in the R3 India Agency Image Study – with ICICI Bank and Dabur its largest wins. Lowe and Mudra make up the top four based on their local and regional successes.						
<b>MEDIA AGENCIES</b>						
Industry leader Mindshare continued to head the field in terms of new business this year – with Birla and Essar amongst the largest wins. Five year old ZenithOptimedia kept on its winning ways with a second placing, buoyed by wins of Videocon BTH and Bharat Homes. Lintas Media Group was ranked third , after a very successful year of wins						
<b>METHODOLOGY</b>						
The R3 New Business League has been compiled each of the last 75 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 <a href="mailto:greg@rthree.com">greg@rthree.com</a> or visit <a href="http://www.rthree.com">www.rthree.com</a> 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.						
						

Note: This table shows the cumulative wins and losses from all agencies in India from Jan 1<sup>st</sup>, 2008 to Year End. Only the most recent wins and losses are mentioned specifically by name