

Creative New Business League(India) – Dec 2009

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Billings (Rs. Crore) | Recent Losses | Overall YTD Billings (Rs.Crore) |
|-----------------|-----------------|-------------------------------------|--|------------------------------------|-------------------------------|---------------------------------|
| 1 | 1 | Mudra DDB | MY FM, Volkswagen, Dishman Pharma, Vinsura Wines, John Hopkins | 311.9 | Big TV | 283.0 |
| 2 | 3 | JWT | Sony Vaio, State Bank of India, Whyte and Mackay, Tata Realty | 277.2 | Apollo Tyres | 248.3 |
| 3 | 2 | McCann WorldGroup | Greenlam, Universal Beverages, Philips Electronics, Abbott, Business Octane | 237.8 | UPS Asia Pacific | 218.5 |
| 4 | 6 | Rediffusion Y&R | Berger Weather Coat, Virgin, Tata Housing, GKB Opticals | 234.0 | Tata Sky | 195.4 |
| 5 | 4 | BBH | VAT 69, Vaseline, World Gold Council, Star CJ | 173.2 | | 173.2 |
| 6 | 7 | Ogilvy | Godrej Consumer Products, Godrej Hi-Care, Titan Industries, Dhanlaxmi Bank, UPS Asia Pacific | 273.8 | India Post | 164.8 |
| 7 | 8 | Euro RSCG | IBM Digital Asia Pacific, Bank of Baroda, Lavasa, RR Kabels | 192.5 | Volvo | 163.6 |
| 8 | 5 | RK Swamy BBDO | Moods, Aviva Life Insurance, Doublemint | 156.8 | Allianz Asia Pacific | 144.8 |
| 9 | 10 | Leo Burnett | Indian Express, McCain Foods, Dicitex, Samsung Mobile, Reliance Big TV | 132.7 | Yatra.com | 123.0 |
| 10 | 9 | Bates 141 | Maa, Apollo Hospitals, Green Valley, Virgin OOH, Viacom 18 | 130.3 | Family Credit | 113.4 |
| 11 | 15= | Wieden & Kennedy | Nokia, eBay, Incredible India, Chevrolet Cruise | 96.5 | GM | 77.2 |
| 12 | 11 | Percept | Punjab Heritage, Wella Hair Care, Yakult, Celio | 70.0 | Nissan | 62.7 |
| 13 | NA | Madison Creative | Star Union, Jo Soap, Centrum, Cinemax, Doy Care Range | 77.2 | Dale Carnegie | 57.9 |
| 14 | 18 | DraftFCB | Tata Domoco, Jaguar, Indigo Manza, Sundrop | 62.7 | USHA International | 53.1 |
| 15 | 12 | Lowe | Godrej Sara Lee, Bajaj Nigeria, Tata Tea | 137.5 | Berger Weather Coat | 50.7 |
| 16 | NA | Law and Kenneth | Unitech Real Estate, Dabur Men's Grooming, Indian Terrain | 48.3 | | 48.3 |
| 17 | 21 | Saatchi and Saatchi | Merck Sharp Dohme AP, Mead Johnson, Bank of Maharashtra | 113.9 | ESPN Star Sports Asia Pacific | 36.7 |
| 18 | 20 | Publicis + Publicis Ambiance | Sah Petroleum, United Biscuits, Nestea, JK Helene Curtis | 135.1 | Sweekar | 33.8 |
| 19= | 13 | Contract Advertising | Shell Foundation, Big Cinemas, Samsonite | 45.8 | Good Morning Tea | 29.0 |
| 19= | 15= | M&C Saatchi | World Pens, Zicom | 29.0 | | 29.0 |
| 21 | 14 | Grey Group | JSW, Conde Nast, Coal India, Bayer, ITPO | 72.4 | Greenlam | 24.1 |
| 22 | 17 | Iris | Ernst & Young, MTS telecom, LG | 11.8 | | 11.8 |
| 23 | 19 | TBWA | Style Spa, Dabur Hingoli, Badam Lal Tail, Delhi Development | 88.8 | Platinum | (7.7) |

Media New Business Scoreboard(India) – Dec 2009

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Billings (Rs. Crore) | Recent Losses | Overall YTD Billings (Rs.Crore) |
|-----------------|-----------------|--------------------|--|------------------------------------|------------------------|---------------------------------|
| 1 | 1 | ZenithOptimedia | Reckitt Benckiser Asia Pacific, Swarovski Asia Pacific, Usha International | 485.1 | HP Asia Pacific | 363.0 |
| 2 | 2 | Mindshare | Idea Cellular, National Insurance, MSD Pharma, Travel XP | 314.3 | Lafarge | 290.2 |
| 3 | 3 | OMD | VISA India, Vodafone Asia Pacific, Gems & Jewellery, Henkel India | 208.6 | Allianz Asia Pacific | 201.4 |
| 4 | 4 | MPG | Dr Morepan, Tata Asia Pacific, Symantec Asia Pacific, Nirlep | 195.9 | Swarovski Asia Pacific | 194.2 |
| 5 | 5 | MEC | Candy, HNG, Ruchi Soya, Tikona, Nationalist Congress Party | 211.6 | Henkel India | 182.7 |
| 6 | 13 | Lodestar Universal | Tata Docomo, Jaguar, Verizon, Ocean Glass, Indian Terrain | 171.3 | Usha | 161.6 |
| 7 | 6 | PHD | HP Asia Pacific | 122.2 | | 122.2 |
| 8 | 7 | Madison Media | NACO, WSG, Britannia, NDTV | 115.8 | | 115.8 |
| 9 | 9= | Lintas Media Group | HLL Life, ADD Gel Pens, Oman Airways, Bank of Maharashtra | 178.5 | Luxor Parker | 104.7 |
| 10 | 8 | Maxus | ICI Paints, Nokia, Red bull, Colors | 142.3 | Disney | 94.1 |
| 11 | 9= | Vizeum | Essar, Luxor, BSA Motors, Giovani | 90.2 | | 90.2 |
| 12 | 14 | Starcom MediaVest | Helene Curtis, Abbott, Avon, Bank of India Paras | 111.0 | Future Group | 72.4 |
| 13 | 11 | Carat | Qatar Airways, UB GROUP - OOH, Blue Star, A.N. Buildwell | 64.9 | | 64.9 |
| 14 | 15 | TME | Just for Men, HDFC Home Loans, Government of Delhi | 72.4 | Colors | 62.7 |
| 15 | 12 | MediaCom | TVS Srichakra, Allianz Asia Pacific, Adani Power, Dell SMB Division | 61.5 | | 61.0 |
| 16 | NA | Allied Media | Future Group, Toyota Kirloskar, Bank of India, HIS Travel | 48.3 | | 48.3 |

CREATIVE AGENCIES

Mudra DDB finished the year on top with more than 50 wins, the biggest of which included Ministry of Civil Aviation and Pepsi - 7 UP Activation. JWT moved to the second spot at the last month, with around 40 wins including Nike, Hero Honda and Apollo DKV Health Insurance. McCann and Rediffusion Y&R finished third and fourth respectively

MEDIA AGENCIES

ZenithOptimedia finished the year on top with around 40 wins, the biggest of which included Videocon, Unitech Wireless and Usha International. Mindshare maintained the second place with around 30 wins including All India Congress Committee, Milestone Interactive and Stovekraft. OMD and MPG finished third and fourth respectively

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.