

Creative New Business League (India) – Dec 2010

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	Lonely Planet, Dishman Pharma, Vinsura Wines	351.86	Paras Pharma (Recova and Livon)	347.04
2	1	Ogilvy	Ambuja Cements, Tetra Pak, Tourism Council of Bhutan	368.87	Religare Enterprises	339.92
3	2	Grey Group India	Reliance Communications, Bharat Nirman, Pepsi Foods Projects	360.43	Britannia Dairy	326.65
4	4	Leo Burnett	SRF India, BILT, Piramal Supractiv	243.18	HomeTown	240.77
5	5	JWT	Airtel, Seamless Distribution, Surya Nepal	212.27	Columbia Asia	195.38
6	7	McCann WorldGroup	Britannia Dairy, ACC, Universal Beverages	188.00	Loop Mobile	171.11
7	6	Bates 141	MTV, Max Bupa, Fortune India	171.29	Nirula's	161.64
8	8	Euro RSCG	Pfizer, Baskin Robbins, Daonil	145.96	Dainik Bhaskar	143.54
9	11	Law and Kenneth	Renault, Zydus Cadila, Kelvinator	113.39		113.39
10	12	RK Swamy BBDO	Emirates Airlines, Jindal Steel & Power, United Commercial Bank	168.88	Air India	106.15
11	9	TBWA	Star Health Insurance, Hyagrevar	116.77	Nivea	102.29
12	10	Lowe	HP Tourism, Grasim Industries, Wipro Ego	202.17	ICICI Bank	91.68
13	14=	DraftFCB	Tata Indicom, Godfrey Philips, Air India	98.91	Zee Television	69.96
14	14=	Publicis + Publicis Ambiance	Voltas India, Cleartrip.com, Apollo Tyres	78.75	VIP	64.28
15	18	BBH	Lakme Lever, Johnnie Walker	57.90	Star CJ	55.49
16	13	M&C Saatchi	Amar Remedies, VLCC, Futurebazaar.com	52.54	Max New York Life	50.13
17=	14=	Wieden & Kennedy	HCL Technologies, Budweiser, The Park Hotel	48.25		48.25
17=	14=	Dentsu	Educomp Solution, HSIL, Wynncom	48.25		48.25
19	19	Percept	Indus Health Plus, Convergys, Shingar Group	56.69	VRS Foods	44.63
20	20	Iris	Avaya, Centum U, Dell, Alpha G	25.48		25.48
21	21	Rediffusion Y&R	Mighty Group, Bombay Realty	116.28	Colgate	2.90
22	22	Saatchi and Saatchi	Skoda, CIBIL, Credit Information	45.96	Maxima Watches	2.05
23	23	Madison Creative		0.00		0.00
24	24	Contract Advertising	Muthoot Finance, Sun DTH, Jindal Steel	13.05	Bharti AXA General Insurance	-24.34

Media New Business League (India) –Dec 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	Incredible India, Garware Polyester, Bharat Business Channel, Electrolux	970.55	BSA Motors	919.89
2	2	MEC	Jayalakshmi Silks, ICE Mobile Network Systems, Reliance Communications	360.43	Pidilite Industries	312.18
3	3	OMD	Sangam India, Paramount Farms, Venus Home Appliances, Sah Petroleum	303.63		303.63
4	4	Maxus	ICI Paints, Greenpeace, Google, Kerala Tourism	265.38		261.76
5	5	Lodestar Universal	Coca-Cola, Virgin Mobile, Tata AIG	250.18	L'Oreal offline	226.05
6	6	ZenithOptimedia	Tashi, Masti TV, Barclay's	231.60	Hyundai India	142.34
7	7	Vizeum	Budweiser, UNI Television, Blackberry	125.93		125.93
8	8	MPG	Tulip Network, Lindt Chocolates, BNP Paribas Bank	126.88	Voltas	121.09
9	11	Madison Media	ITC, Warner Brothers, Zenith Computers	342.58	Coca-cola	120.63
10	10	Lintas Media Group	Union Bank, Matrix, Wynncom Mobiles	154.40	ITC	57.90
11	9	Carat	Nikon, AMB Talent, AirAsia	55.67		53.26
12	14	Starcom MediaVest	Avon, Radio One, Starwood	44.26		5.66
13=	12=	PHD		0.00		0.00
13=	12=	Allied Media		0.00		0.00
15	15	MediaCom	Vasmol, Shell, TVS Tyres	95.54	Deutsche Bank	-27.50
16	16	TME	Allied Breweries, Shriram Insights	4.83	Parle	-120.63

CREATIVE AGENCIES

Mudra DDB finished the year on top with over sixty wins, the biggest of which included Huawei, Philips-Electrolux and Dr Reddy's. Ogilvy was a close second, securing Spice Mobile and Dhanalakshmi Bank. Grey and Leo Burnett made up the rest of the top four.

MEDIA AGENCIES

Mindshare capped a successful 2010 with over thirty wins, the biggest of which included Unilever and Brightpoint India. MEC was placed second on the back of strong Colgate win. OMD and Maxus made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.