

## Creative New Business League (India) –December 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>Mudra DDB</b>	Cipla Pharmaceuticals, Colgate Palmolive, London School of Hygiene, Uninor	527.37	Philips Asia Pacific	469.47
<b>2</b>	<b>3</b>	<b>Leo Burnett</b>	Samsung Galaxy S II, Mahindra First Choice, Shiv Nadar School	390.60		390.60
<b>3</b>	<b>2</b>	<b>Ogilvy</b>	Genpact, Bajaj Discover, Bajaj Boxer, Philips Asia Pacific	372.47	Mantri Developers	343.30
<b>4</b>	<b>8</b>	<b>Lowe</b>	Maruti Suzuki Ertiga MPV, Axis Bank, The Economic Times	331.96	The Hindu	327.14
<b>5</b>	<b>5</b>	<b>Grey Group India</b>	Qualcomm, UIDAI, Dell	201.93		201.93
<b>6</b>	<b>4</b>	<b>RK Swamy BBDO</b>	ExxonMobil Asia Pacific, Ozone Ayurvedics Nomarks, PepsiCo 7Up	185.52	Asia Motor Works	195.17
<b>7</b>	<b>7</b>	<b>JWT</b>	Abbott Healthcare, Avon Beauty Products India, Indo Asian Electric	189.72	Murugappa Group	163.18
<b>8</b>	<b>6</b>	<b>Euro RSCG</b>	Volvo (Arnold)	132.21		132.21
<b>9</b>	<b>9</b>	<b>Publicis + Publicis</b>	Merck OTC Brands	83.09	Bharat Business Channel	73.24
<b>10</b>	<b>10</b>	<b>Law and Kenneth</b>	Lavazza	71.41		71.41
<b>11</b>	<b>11</b>	<b>Rediffusion Y&amp;R</b>	Muthoot Pappachan Group, MTS, Mantri Developers	64.17	Maxo Jyothy Laboratories	64.17
<b>12</b>	<b>12</b>	<b>McCann WorldGroup</b>	Aircel, Jaypee Sports	164.02	Lufthansa Asia Pacific	43.40
<b>13</b>	<b>13</b>	<b>Contract Advertising</b>	Google, Moneycontrol.com, Ashok Leyland	38.60		38.60
<b>14</b>	<b>14</b>	<b>Saatchi and Saatchi</b>	Carlsberg, Birla Wellness, Wave Infratech	47.29		37.64
<b>15</b>	<b>22</b>	<b>TBWA</b>	Information Tech Park, Inbisco	58.15	Mars Asia Pacific	19.55
<b>16</b>	<b>15</b>	<b>Wieden &amp; Kennedy</b>	Lycra and Coolmax, Xylys, Heineken	19.30		19.30
<b>17</b>	<b>16</b>	<b>M&amp;C Saatchi</b>	Future Group T24 mobile, Barclay's Premier, CSC Technologies	14.57		14.57
<b>18</b>	<b>17</b>	<b>BBH</b>	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
<b>19</b>	<b>18</b>	<b>Percept</b>	Indian National Congress, Next Care, Birla Tyres	14.48	Paras Dairy	5.07
<b>20=</b>	<b>19=</b>	<b>Iris</b>		0.00		0.00
<b>20=</b>	<b>19=</b>	<b>Madison</b>		0.00		0.00
<b>22</b>	<b>19=</b>	<b>Bates 141</b>	Raymond, Supertech	6.76	Colgate Palmolive	(0.97)
<b>23</b>	<b>23</b>	<b>Dentsu</b>	UIDAI, Dharampal Satyapal Group,	10.86	AICEL	(89.02)
<b>24</b>	<b>24</b>	<b>DraftFCB</b>	ICICI Credit Card, Zee Entertainment Enterprises	16.89	SC Johnson Asia Pacific	(129.31)

## Media New Business League (India) –December 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	HPCL, J.P. Morgan, Best Foods	504.94	Marriott International Asia Pacific	475.99
2	2	OMD	McDonald's Digital	291.91	ExxonMobil Asia Pacific	267.79
3	3	Starcom MediaVest	Novartis Asia Pacific, Aircel, SuperMax	203.62		198.79
4	6	MPG	Daiken Planning Assignment, Rohit Surfactants, BNP Mutual Fund	344.02	Hindustan Motors	146.20
5	4	Vizeum	XS Real, Educomp Solutions	99.40		99.40
6	8	PHD	Sony Ericsson Asia Pacific	60.80		60.80
7	9	Carat	Philips Asia Pacific, Eye-Q	73.00	Tourism Australia	58.53
8	10	MediaCom	Revlon Asia Pacific	55.01		55.01
9	5	Maxus	Precise Events & Travels, Policy Bazaar.com, SC Johnson Asia Pacific	101.33	VIP Industries	38.60
10	7	MEC	Marriott International Asia Pacific, Sweta Estates, OCM	86.61	Novartis Asia Pacific	23.88
11=	11	Allied Media	Sahara, FedEx	14.48	Sweta Estates	4.83
11=	14	Lodestar Universal	Cipla, DSP Blackrock, Loyalty One, BGG	62.73	SC Johnson Asia Pacific	4.83
13=	12=	Lintas Media Group	GE Healthcare, iProf, Eveready Industries	62.73	BPCL	0.00
13=	12=	TME		0.00		0.00
15	15	Mindshare	National Engineering Industries	25.09	New Gen Media Puthiya Thalamurai	(20.27)
16	16	Madison Media		0.00	GE Healthcare	(120.63)

### CREATIVE AGENCIES

Mudra DDB continued its win with 19 new wins this month coming from Cipla Pharmaceuticals, Colgate Palmolive, London School of Hygiene and others. Leo Burnett moved up to the second place by winning a few new businesses with Samsung and other wins. Making up the rest of the top four were Ogilvy and Lowe.

### MEDIA AGENCIES

ZenithOptimedia continued its lead in the industry with 2 new wins from HPCL and J.P. Morgan this month. OMD maintained its spot as the second with overall revenue of 267.79Crore. Starcom MediaVest and MPG made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.