

## Creative New Business League (India) –Feb 2010

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>2=</b>	Law and Kenneth	Kelvinator, Sansui, S Kumars, Spencer's Retail	67.6		67.6
<b>2</b>	<b>1</b>	Grey Group India	Breach Candy Hospital, Jaslok Hospital, Becton Dickenson	72.4	Spencer's Retail	57.9
<b>3</b>	<b>7=</b>	Wieden & Kennedy	Budweiser, The Park Hotel	38.6		38.6
<b>4</b>	<b>2=</b>	M&C Saatchi	Grasim Suitings, Aditya Birla	29.0		29.0
<b>5</b>	<b>4</b>	BBH	Unilever Lakme Salon	24.1		24.1
<b>6=</b>	<b>5</b>	Publicis + Publicis Ambiance	JK Helene Curtis, VIP Luggage	19.3		19.3
<b>6=</b>	<b>7=</b>	TBWA	NewsX, IDFC Mutual	19.3		19.3
<b>8</b>	<b>7=</b>	Ogilvy	Mint - Hindustan Times, ACC Limited, Godrej & Boyce	32.3	Aditya Birla	17.9
<b>9</b>	<b>6</b>	McCann WorldGroup	Reliance Life Insurance, Odomos skin application oil	16.1		16.1
<b>10</b>	<b>15=</b>	Bates 141	Chennai Marathon	14.5		14.5
<b>11</b>	<b>NA</b>	Dentsu	Hitachi	9.7		9.7
<b>12=</b>	<b>11=</b>	Rediffusion Y&R	Big FM	4.8		4.8
<b>12=</b>	<b>11=</b>	Euro RSCG	BPCL Digital	4.8		4.8
<b>12=</b>	<b>22</b>	Lowe	Mayden Pharma, Quality Inns, Micromax	43.4	Unilever Lakme Salon	4.8
<b>15=</b>	<b>13=</b>	Mudra DDB	Standard Chartered	2.4		2.4
<b>15=</b>	<b>13=</b>	JWT	Muthoot	2.4		2.4
<b>15=</b>	<b>15=</b>	Percept	lovely University	2.4		2.4
<b>18</b>	<b>15=</b>	Iris	Alpha G, MTS	1.4		1.4
<b>19=</b>	<b>15=</b>	Leo Burnett		0.0		0.0
<b>19=</b>	<b>15=</b>	Madison Creative		0.0		0.0
<b>19=</b>	<b>15=</b>	Saatchi and Saatchi		0.0		0.0
<b>19=</b>	<b>15=</b>	Contract Advertising		0.0		0.0
<b>23</b>	<b>23</b>	DraftFCB		0.0	Micromax	(9.7)
<b>24</b>	<b>10</b>	RK Swamy BBDO	Lloyd Group	9.7	Amrutanjan	(24.1)

## Media New Business Scoreboard (India) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	14	Mindshare	Unilever, Bayer	747.9	Unilever Digital	714.1
2	2	MEC	Colgate, Mercedes Benz	168.9		168.9
3	1	Maxus	Obopay, Mcnroe, Max Bupa	101.3		101.3
4	3	OMD	Unilever Digital, NewsX	57.9		57.9
5	6=	Lintas Media Group	Religare Enterprises, Voltas	33.8		33.8
6	15	ZenithOptimedia	Aviva	45.4	Mcroe	30.9
7	4	Vizeum	Amrutanjan, Iplayup Cricket	29.9		29.9
8	5	Carat	Goverdhan, Deutsche Bank, Bharti Axa Insurance, Goramal	11.7		11.7
9	6=	MediaCom	Streak, Vasmol	9.7		9.7
10=	6=	MPG		0.0		0.0
10=	6=	Lodestar Universal		0.0		0.0
10=	6=	PHD		0.0		0.0
10=	6=	Starcom MediaVest		0.0		0.0
10=	6=	Allied Media		0.0		0.0
15	16	Madison Media		0.0	Zee Entertainment	(29.0)
16	6=	TME		0.0	Colgate	(96.5)

### CREATIVE AGENCIES

Law and Kenneth jumped to the top position on the back of Kelvinator and Sansui wins this month. Gery group moved to the second spot, snapping several wins including Breach Candy Hospital, Jaslok Hospital, Becton Dickenson and Orangina. On third and fourth place were Wieden & Kennedy, securing Budweiser and M&C Saatchi.

### MEDIA AGENCIES

Mindshare jumped to the top position, on the back of Unilever and Bayer wins this month. MEC maintained the second place, securing Colgate, Mercedes Benz. Maxus and OMD made up the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

