

## Creative New Business League (India) –Feb 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>2</b>	<b>RK Swamy BBDO</b>	Blackberry Asia Pacific, Jindal Steel and Power	50.18		50.18
<b>2</b>	<b>1</b>	<b>Leo Burnett</b>		48.25		48.25
<b>3</b>	<b>12=</b>	<b>Lowe</b>	Bakeri Urban, DSP BlackRock, Just Dial	33.78		33.78
<b>4</b>	<b>4</b>	<b>Grey Group India</b>	Honda - Brio	28.95		28.95
<b>5</b>	<b>3</b>	<b>Ogilvy</b>	Star Plus, Ministry of Railways, Jet Airways	42.94	Just Dial	28.47
<b>6</b>	<b>9=</b>	<b>Euro RSCG</b>	Zee Business, Clasado, Six Inches (RSB Global)	25.57		25.57
<b>7</b>	<b>5</b>	<b>JWT</b>	Sony Vaio, Abbott Healthcare, MSD Pharma	19.40		19.40
<b>8</b>	<b>11</b>	<b>McCann WorldGroup</b>	Omron Healthcare, City Chain Asia Pacific, Kohler (Flipside)	17.95		17.95
<b>9</b>	<b>6</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific, ONGC, Reliance Industries	17.37		17.37
<b>10</b>	<b>7</b>	<b>Law and Kenneth</b>	Dabur	14.48		14.48
<b>11</b>	<b>8</b>	<b>TBWA</b>	Raymond	9.65		9.65
<b>12</b>	<b>12=</b>	<b>Rediffusion Y&amp;R</b>	Tata Realty, Brahma Group	7.24		7.24
<b>13</b>	<b>12=</b>	<b>M&amp;C Saatchi</b>	Bajaj Allianz Life Insurance	5.91		5.91
<b>14</b>	<b>9=</b>	<b>Publicis + Publicis Ambiance</b>	Angel Broking, LG Digital Asia Pacific, Bharti AXA Life Insurance	5.02		5.02
<b>15=</b>	<b>12=</b>	<b>Mudra DDB</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Bates 141</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>DraftFCB</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>BBH</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Wieden &amp; Kennedy</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Dentsu</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Percept</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Iris</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Madison Creative</b>		0.00		0.00
<b>15=</b>	<b>12=</b>	<b>Contract Advertising</b>		0.00		0.00

## Media New Business League (India) –Feb 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	Reckitt Benckiser	193.00	HTC	168.88
2	2	OMD	HTC, Base, Guthy Renker	107.12		107.12
3	5=	Starcom MediaVest	Yahoo!, Avantha, Symphony	91.68		91.68
4	3	Vizeum	TTK Prestige, TI Cycle, Lotus Herbal	49.70		49.70
5	5=	Maxus	Myntra.com	24.13		24.13
6	5=	MEC	Starwood Hotels Asia Pacific	19.06		19.06
7	4	Carat	Talwalkar's, Chattisgad Tourism Business OOH	9.36		9.36
8	5=	PHD	Hotels.com Asia Pacific	2.90		2.90
9=	5=	Lodestar Universal		0.00		0.00
9=	5=	Madison Media		0.00		0.00
9=	5=	Lintas Media Group		0.00		0.00
9=	5=	Allied Media		0.00		0.00
9=	5=	MediaCom		0.00		0.00
9=	5=	TME		0.00		0.00
15	5=	Mindshare		0.00	Yahoo!	(24.13)
16	16	MPG		0.00	Reckitt Benckiser	(193.00)

### CREATIVE AGENCIES

BBDO moved to the top spot on the back of Blackberry Asia Pacific win. Leo Burnett leapt to second, followed by Lowe securing Just Dial and others. Grey made up the rest of the top four.

### MEDIA AGENCIES

ZenithOptimedia stayed on the top of the table, followed by OMD securing HTC and Base. Starcom won Yahoo! and Avantha, making up the rest of the top four with Vizeum.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

