

Creative New Business League (India) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	Grey Group India	Reliance Communications, Killer Jeans, Synefra	281.8	Spencer's Retail	267.3
2	2	Ogilvy	Right Choice, JG Hosiery, Future Group	281.3	Aditya Birla	266.8
3	5	Leo Burnett	CavinKare, Tata International, United Technologies	194.9		185.3
4	3	Mudra DDB	Philips-Electrolux, Financial Times, IDBI Fortis	168.0		168.0
5	8	JWT	Lava International, Unicef, Bharti Airtel	144.2		144.2
6	4	Bates 141	Center for Sight, Colgate Palmolive, Monte Carlo	135.1		135.1
7	6	Euro RSCG	MAXX Mobile, Milkana, Sofed Retail	114.8		114.8
8	19=	TBWA	Star Health Insurance, Hyagrevar	111.0		111.0
9	9	McCann WorldGroup	Reliance BIG Entertainment, Tata Motors, Legrand India	110.2	Future Group	95.7
10	7	Law and Kenneth	Kent RO Water Purifier, Parle Digital, Kelvinator, Sansui	86.9		86.9
11	10	RK Swamy BBDO	JNJ Baby, LIC Nomura Mutual Fund, Rage Mobile	139.9	Abbott Nutrition	82.0
12=	11=	Publicis + Publicis Ambiance	Reserve Bank of India, Carrefour, Jaina Marketing	60.4	Alpha G	48.3
12=	11=	Wieden & Kennedy	HCL Technologies, Budweiser, The Park Hotel	48.3		48.3
14	13	DraftFCB	Hero Honda Motors Sponsorship Project , Abbott Nutrition	48.3	Micromax	38.6
15	15	Dentsu	HSIL, Wynncom, Hitachi	33.8		33.8
16	16	M&C Saatchi	Grasim Suitings, Aditya Birla	29.0		29.0
17	18	BBH	Unilever Lakme Salon	24.1		24.1
18	19=	Percept	Shingar Group, Lakshmi Energy & Foods, Pavers England	19.3		19.3
19	14	Lowe	Himachal Pradesh Tourism, Somany Tiles and Sanitaryware	108.1	JNJ Baby	13.0
20	21	Saatchi and Saatchi	Harley-Davidson	2.4		2.4
21	22	Iris	Alpha G, MTS	1.4		1.4
22	23	Madison Creative		0.0		0.0
23	24	Contract Advertising	Sun DTH, Jubilant Organosys	4.6	Spice - Handsets	(31.6)
24	17	Rediffusion Y&R	Diligent Media Corporation, Cavin Kare	24.6	Bharti Airtel	(71.9)

Media New Business Scoreboard (India) – Aug 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	Brightpoint, United Vintners, Four Seasons Wines, Alukas Group	845.1	Unilever Digital	811.3
2	4	MEC	Reliance Communications, Colgate, Mercedes Benz	313.6	Neo Sports	294.3
3	2	Maxus	Kerala Tourism, Parle, L'Oreal, Manappuram	241.3		237.6
4	6	OMD	Reliance, Puma India, Ferrero, Sangam International	208.1		208.1
5	3	Lodestar Universal	Coca-Cola, AIA Asia Pacific	199.5		199.5
6	5	ZenithOptimedia	Hotels.com, United Health Group Insurance, Mitsubishi, Chicco	169.8	Mcroe	150.5
7	7	Vizeum	Blackberry, Maya Appliances, Dalmiya Cement	104.2		104.2
8	8	MPG	NewsX, Maxx Mobiles, Jetstar Tours Digital	88.3	Hindustan Pencils	82.5
9	9	Carat	Mother Dairy, AirAsia, Scandi Foods	44.8		42.4
10	10	Madison Media	Airtel, Shriram Transport, General Motors	231.6	Coca-cola	9.7
11=	11=	Lintas Media Group	Hamdard (Wakf) Laboratories, Religare Enterprises, Voltas	48.3	Starwood hotels	0.0
11=	11=	PHD		0.0		0.0
11=	11=	Allied Media		0.0		0.0
14	14	Starcom MediaVest	Starwood Hotels, Radio Mid-Day West, Thai Tourism Board	25.0		(13.6)
15	15	MediaCom	Pfizer, Unibic	80.1	Reliance	(40.5)
16	16	TME		0.0	Parle	(125.5)

CREATIVE AGENCIES

Grey maintained the top position on the back of Reliance win last month. Closely followed is Ogilvy, who secured Right Choice and JG Hosier this month. Leo Burnett moved up to the third snapping several wins including CavinKare, Tata International and United Technologies.

MEDIA AGENCIES

Mindshare still dominated the league on the back of its Unilever win early this year. MEC and OMD, both snapped a part of Reliance Communications business, moved up to the second and the fourth place. Maxus stepped one position down to the third.

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.