

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

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Billings (Rs. Crore)</b>	<b>Recent Losses</b>	<b>Overall YTD Billings (Rs.Crore)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Spice - Handsets, IDBI Mutual fund, Cashnet, AGC Networks	248.5	Aditya Birla	234.0
<b>2</b>	<b>2</b>	<b>Mudra DDB</b>	Philips-Electrolux, Jafra, Kerala Tourism, Piramal Diagnostic	163.2		163.2
<b>3</b>	<b>4</b>	<b>Grey Group India</b>	Pepsi Activation & Events, Shell Activation, Cisco Exhibition	121.6	Spencer's Retail	107.1
<b>4</b>	<b>5</b>	<b>Euro RSCG</b>	Milkana, Gabon, Sofed Retail	100.4		100.4
<b>5</b>	<b>3</b>	<b>Leo Burnett</b>	Vedanta, P&G Activation Projects, McCain Foods	99.3		99.3
<b>6</b>	<b>6</b>	<b>Law and Kenneth</b>	Kent RO Water Purifier, Parle Digital, Kelvinator, Sansui	86.9		86.9
<b>7</b>	<b>7</b>	<b>JWT</b>	Life Insurance Corporation of India, Seamless, Kotak Life	82.5		82.5
<b>8</b>	<b>9</b>	<b>Bates 141</b>	ZEN Mobile, ITC, Chennai Marathon	77.2		77.2
<b>9</b>	<b>8</b>	<b>McCann WorldGroup</b>	Britannia, Gold Plus Glass, GE Healthcare, MyCard	70.8		70.8
<b>10</b>	<b>10</b>	<b>Lowe</b>	Somany Tiles and Sanitaryware, Canara Robeco Mutual Fund	91.7	Unilever Lakme Salon	49.7
<b>11</b>	<b>10</b>	<b>Wieden &amp; Kennedy</b>	HCL Technologies, Budweiser, The Park Hotel	48.3		48.3
<b>12</b>	<b>11</b>	<b>DraftFCB</b>	Hero Honda Motors (Sponsorship Project) , Abbott Nutrition	48.3	Micromax	38.6
<b>13=</b>	<b>13</b>	<b>Dentsu</b>	HSIL, Wynncom, Hitachi	33.8		33.8
<b>13=</b>	<b>28</b>	<b>RK Swamy BBDO</b>	LIC Nomura Mutual Fund, Rage Mobile	91.7	Abbott Nutrition	33.8
<b>15</b>	<b>14</b>	<b>M&amp;C Saatchi</b>	Grasim Suitings, Aditya Birla	29.0		29.0
<b>16</b>	<b>15</b>	<b>BBH</b>	Unilever Lakme Salon	24.1		24.1
<b>17</b>	<b>19=</b>	<b>Rediffusion Y&amp;R</b>	Diligent Media Corporation, Cavin Kare	23.2		23.2
<b>18=</b>	<b>16=</b>	<b>Publicis + Publicis Ambiance</b>	JK Helene Curtis, VIP Luggage	19.3		19.3
<b>18=</b>	<b>16=</b>	<b>TBWA</b>	NewsX, IDFC Mutual	19.3		19.3
<b>18=</b>	<b>19=</b>	<b>Percept</b>	Shingar Group, Lakshmi Energy & Foods, Pavers England	19.3		19.3
<b>21</b>	<b>21</b>	<b>Iris</b>	Alpha G, MTS	1.4		1.4
<b>22=</b>	<b>22=</b>	<b>Madison Creative</b>		0.0		0.0
<b>22=</b>	<b>22=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>24</b>	<b>24</b>	<b>Contract Advertising</b>	Sun DTH, Jubilant Organosys	4.6	Spice - Handsets	<b>(31.6)</b>

## Media New Business Scoreboard (India) – June 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	Alukas Group, Lancor Holdings, Manipal University, Stovekraft	816.1	Unilever Digital	782.4
2	7	Madison Media	Airtel, Shriram Transport, General Motors	231.6	Zee Entertainment	202.7
3	2	Maxus	Manappuram, Neo Sports, Bausch & Lomb	178.5		174.9
4	3	ZenithOptimedia	Hotels.com, United Health Group Insurance, Mitsubishi, Chicco	167.4	Mcroe	153.0
5=	4	MEC	Colgate, Mercedes Benz	168.9	Neo Sports	149.6
5=	6	OMD	Ferrero, Sangam International, Ramco Systems Digital	149.6		149.6
7	5	Vizeum	Maya Appliances, Dalmiya Cement, Asia Motor Works	94.6		94.6
8	8	MPG	NewsX, Maxx Mobiles, Jetstar Tours Digital	77.2	Hindustan Pencils	71.4
9	9	Carat	AirAsia, Scandi Foods, Nestle (OOH)	40.9		40.9
10	10	Lintas Media Group	Hamdard (Wakf) Laboratories, Religare Enterprises, Voltas	48.3	Manappuram	9.7
11	11	Lodestar Universal	AIA Asia Pacific	6.5		6.5
12=	12=	PHD		0.0		0.0
12=	12=	Starcom MediaVest		0.0		0.0
12=	12=	Allied Media		0.0		0.0
15	15	MediaCom	Turkish Airline, Kenya Tourism	17.4	Multi Screen Media	(55.0)
16	16	TME		0.0	Colgate	(96.5)

### CREATIVE AGENCIES

Ogilvy maintained the top position on the back of previous wins. Mudra DDB also maintained the second place, securing several wins including Philips-Electrolux, Jafra and Kerala Tourism. Grey moved to the third place with some activation and event projects. Euro RSCG made up the top four.

### MEDIA AGENCIES

Mindshare maintained the top position on the back of previous wins. Madison Media jumped to the second place, securing Airtel business. Maxus and ZenithOptimedia made up the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.