

Creative New Business League (India) –Sep 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	Reebok, Kwality Dairy, Reliance Communications, Killer Jeans	289.0	Spencer's Retail	274.5
2	2	Ogilvy	Right Choice, JG Hosiery, Future Group	281.3	Aditya Birla	266.8
3	4	Mudra DDB	Huawei, Bajaj Allianz Life Insurance, Philips-Electrolux	231.7		231.7
4	3	Leo Burnett	CavinKare, Tata International, United Technologies	194.9		185.3
5	5	JWT	Lava International, Unicef, Bharti Airtel	150.0		150.0
6	6	Bates 141	Amrit Group, Center for Sight, Colgate Palmolive, Monte Carlo	144.8		144.8
7	7	Euro RSCG	Milkana, MAXX Mobile, Milkana, Sofed Retail	120.6		120.6
8	8	TBWA	Star Health Insurance, Hyagrevar	116.8		116.8
9	9	McCann WorldGroup	Reliance BIG Entertainment, Tata Motors, Legrand India	111.6	Future Group	97.1
10	10	Law and Kenneth	Kent RO Water Purifier, Parle Digital, Kelvinator, Sansui	86.9		86.9
11	11	RK Swamy BBDO	JNJ Baby, LIC Nomura Mutual Fund, Rage Mobile	139.9	Abbott Nutrition	82.0
12	14	DraftFCB	Lemon Mobiles, Hero Honda Motors , Abbott Nutrition	62.7	Micromax	53.1
13	19	Lowe	Karvy Group, Expedia	146.7	JNJ Baby	51.6
14	12=	Publicis + Publicis Ambiance	Reserve Bank of India, Carrefour, Jaina Marketing	60.4	Alpha G	48.3
15	12=	Wieden & Kennedy	HCL Technologies, Budweiser, The Park Hotel	48.3		48.3
16	15	Dentsu	HSIL, Wynncom, Hitachi	33.8		33.8
17	16	M&C Saatchi	Grasim Suitings, Aditya Birla	29.0		29.0
18	17	BBH	Unilever Lakme Salon	24.1		24.1
19	18	Percept	Shingar Group, Lakshmi Energy & Foods, Pavers England	19.3		19.3
20	21	Iris	Dell, Alpha G, MTS	15.8		15.8
21	20	Saatchi and Saatchi	Credit Information, Harley-Davidson	12.1		12.1
22	22	Madison Creative		0.0		0.0
23	23	Contract Advertising	Sun DTH, Jubilant Organosys	4.6	Spice - Handsets	(31.6)
24	24	Rediffusion Y&R	ITC Classmate Digital, Amante	53.6	Bharti Airtel	(42.9)

Media New Business Scoreboard (India) – Sep 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	Mantri Developers, Merck, Brightpoint	876.5	Venus Home Appliances	828.2
2	2	MEC	E.I. Dupont India, Reliance Communications, Colgate	329.1	Neo Sports	309.8
3	4	OMD	Renault Nissan, Venus Home Appliances, Sah Petroleum	286.7		286.7
4	3	Maxus	Google, Kerala Tourism, Parle, L'Oreal	255.7		252.1
5	5	Lodestar Universal	Coca-Cola, AIA Asia Pacific	199.5		199.5
6	6	ZenithOptimedia	Samay Tiles, Hotels.com, United Health Group Insurance	194.9	Sah Petroleum	166.0
7	7	Vizeum	Blackberry, Maya Appliances, Dalmiya Cement, Asia MotorWorks	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	46.0		43.6
10	11=	Lintas Media Group	Intex, Hamdard (Wakf) Laboratories, Religare	62.7	Starwood hotels	14.5
11	10	Madison Media	Airtel, Shriram Transport, General Motors	231.6	Coca-cola	9.7
12=	11=	PHD		0.0		0.0
12=	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 in July. Closely followed is Ogilvy, who secured Right Choice and JG Hosiery in August. Mudra DDB moved up to the third grabbing several wins including Huawei and Mudra DDB. Leo Burnett was the fourth place on the back of previous wins.

MEDIA AGENCIES

Mindshare still dominated the league with several new wins including Mantri Developers and Merck. MEC was still the second place with new win E.I. Dupont India. OMD jumped to the third places because of several new wins including Renault Nissan and Venus Home Appliances. Masxu stepped one position down to the fourth.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

