

Creative New Business League (India) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	21	Grey Group India	Hero Honda, Ferrero, MTS, Volkswagen, Aditi Technologies	57.9	Spencer's Retail	43.4
2=	16	Law and Kenneth	S Kumars, Spencer's Retail	29.0		29.0
2=	19=	M&C Saatchi	Grasim Suitings, Aditya Birla	29.0		29.0
4	5	BBH	Unilever Lakme Salon	24.1		24.1
5	18	Publicis + Publicis Ambiance	JK Helene Curtis, VIP Luggage	19.3		19.3
6	3	McCann WorldGroup	Reliance Life Insurance, Odomos skin application oil	16.1		16.1
7=	6	Ogilvy	IDBI Fortis	29.0	Aditya Birla	14.5
7=	11	Wieden & Kennedy	The Park Hotel	14.5		14.5
7=	23	TBWA	IDFC Mutual	14.5		14.5
10	8	RK Swamy BBDO	Lloyd Group	9.7		9.7
11=	4	Rediffusion Y&R	Big FM	4.8		4.8
11=	7	Euro RSCG	BPCL Digital	4.8		4.8
13=	1	Mudra DDB	Standard Chartered	2.4		2.4
13=	2	JWT	Muthoot	2.4		2.4
15=	9	Leo Burnett		0.0		0.0
15=	10	Bates 141		0.0		0.0
15=	12	Percept		0.0		0.0
15=	13	Madison Creative		0.0		0.0
15=	17	Saatchi and Saatchi		0.0		0.0
15=	19=	Contract Advertising		0.0		0.0
15=	22	Iris		0.0		0.0
22	15	Lowe	Quality Inns, Micromax, Kalaiyar Koil Milk Processing	33.8	Unilever Lakme Salon	(4.8)
23	14	DraftFCB		0.0	Micromax	(9.7)

Media New Business Scoreboard (India) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	10	Maxus	Obopay, Mcnroe, Max Bupa, Future Group - Digital, Viacom	101.3		101.3
2	5	MEC	Zee Entertainment, D'décor	43.4		43.4
3	3	OMD	Multi Screen Media, Parryware Roca	29.0		29.0
4	11	Vizeum	Iplayup Cricket	14.5		14.5
5	13	Carat	Finance Client	1.1		1.1
6=	4	MPG		0.0		0.0
6=	6	Lodestar Universal		0.0		0.0
6=	7	PHD		0.0		0.0
6=	9	Lintas Media Group		0.0		0.0
6=	12	Starcom MediaVest		0.0		0.0
6=	14	TME		0.0		0.0
6=	15	MediaCom		0.0		0.0
6=	16	Allied Media		0.0		0.0
14	2	Mindshare		0.0	Parryware Roca	(9.7)
15	1	ZenithOptimedia		0.0	Mcnroe	(14.5)
16	8	Madison Media		0.0	Zee Entertainment	(29.0)

CREATIVE AGENCIES

Grey took the first place on the back of several wins including Hero Honda, Ferrero, MTS, Volkswagen and Aditi Technologies. Law and Kenneth and M&C Saatchi shared the second place. BBH went to the fourth

MEDIA AGENCIES

Maxus took the first place with several wins including Obopay, Mcnroe, Max Bupa, Future Group-Digital and Viacom. MEC went to the second, securing Zee Entertainment and D'décor. OMD and Vizeum made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.

