

Creative New Business League (India) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	4	Leo Burnett		48.25		48.25
2	10	RK Swamy BBDO	Jindal Steel and Power, Raymond (Textiles Conglomerate)	40.53		40.53
3	2	Ogilvy	Star Plus, Ministry of Railways, Jet Airways	42.94	Lenovo Asia Pacific	38.12
4	3	Grey Group India	Honda - Brio	28.95		28.95
5	5	JWT	Sony Vaio, Abbott Healthcare, MSD Pharma	19.40		19.40
6	22	Saatchi and Saatchi	Lenovo Asia Pacific, ONGC, Reliance Industries	17.37		17.37
7	9	Law and Kenneth	Dabur	14.48		14.48
8	11	TBWA	Raymond	9.65		9.65
9=	8	Euro RSCG	Zee News	2.41		2.41
9=	14	Publicis + Publicis Ambiance	LG Digital Asia Pacific	2.41		2.41
11	6	McCann WorldGroup	Kohler (Flipside)	0.55		0.55
12=	1	Mudra DDB		0.00		0.00
12=	7	Bates 141		0.00		0.00
12=	12	Lowe		0.00		0.00
12=	13	DraftFCB		0.00		0.00
12=	15	BBH		0.00		0.00
12=	16	M&C Saatchi		0.00		0.00
12=	17=	Wieden & Kennedy		0.00		0.00
12=	17=	Dentsu		0.00		0.00
12=	19	Percept		0.00		0.00
12=	20	Iris		0.00		0.00
12=	21	Rediffusion Y&R		0.00		0.00
12=	23	Madison Creative		0.00		0.00
12=	24	Contract Advertising		0.00		0.00

Media New Business League (India) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	6	ZenithOptimedia	Reckitt Benckiser	193.00		193.00
2	3	OMD	Levi's Asia Pacific, Tourism Corporation of Gujarat Limited, Cleartrip.com	54.52		54.52
3	7	Vizeum	TI Cycle, D Light	11.58		11.58
4	11	Carat	Idea Cellular, Grasim Industries - Birla Cellulose (OOH)	3.38		3.38
5=	1	Mindshare		0.00		0.00
5=	2	MEC		0.00		0.00
5=	4	Maxus		0.00		0.00
5=	5	Lodestar Universal		0.00		0.00
5=	9	Madison Media		0.00		0.00
5=	10	Lintas Media Group		0.00		0.00
5=	12	Starcom MediaVest		0.00		0.00
5=	13=	PHD		0.00		0.00
5=	13=	Allied Media		0.00		0.00
5=	15	MediaCom		0.00		0.00
5=	16	TME		0.00		0.00
16	8	MPG		0.00	Reckitt Benckiser	(193.00)
CREATIVE AGENCIES						
In the first report of 2011, Leo Burnett led the way through strong confidential win, followed by RK Swamy BBDO, securing Jindal Steel and Power and Raymond (Textiles Conglomerate). Ogilvy was placed third on the back of Star Plus and other wins. Grey made up the rest of the top four.						
MEDIA AGENCIES						
ZenithOptimedia stayed on top of 2011 first media agency league through strong Reckitt Benckiser win. OMD picked up Levi's Asia Pacific, Tourism Corporation of Gujarat Limited and other wins. Vizeum and Carat made up the rest of the top four.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 101 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.						
						