

Creative New Business League (India) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	2	Ogilvy	SC Johnson Asia Pacific, Creative Synergies Group, The Hindu, International Gemological Institute	314.57	Mantri Square Mall	292.64
2	1	Leo Burnett	Asia Motor Works Heavy Commercial Vehicles, Deccan Charters, Hinduja Global Solutions BPO	243.66		243.66
3	8	Mudra DDB	IDBI Bank, Suzion Energy, KLF Nirmal	158.74		158.74
4	3	Grey Group India	Sony Entertainment Network, Fair Work Australia, GSK Shopper Marketing	128.35		128.35
5	6	RK Swamy BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, Vivek	121.83	Asia Motor Works	117.01
6	9	Euro RSCG	Paras Pharma, Xplore-Asia, Mitsubishi	83.96		83.96
7	4	Lowe	3M, BMA Wealth Creators, Suzlon, SpeakAsiaOnline	85.89	The Hindu	81.06
8	5	JWT	Anchor Electricals, OCL India, EID Parry, Lok Priya Buildwell	74.40	Yum! Restaurants	62.34
9	7	Law and Kenneth	Borges, The MobileStore, Rangeela, ADD Gel	61.76		61.76
10	10	Rediffusion Y&R	SIDBI, TVS, Zandu/Boroplus, Columbia Asia, Tata Realty	40.05		37.64
11	11	Saatchi and Saatchi	Wave Infratech, Skoda Auto, Invida	42.46		32.81
12	12	Publicis + Publicis Ambiance	Mantri Square Mall, Knorr, Merino Group, Angel Broking	25.26		25.26
13	16	M&C Saatchi	Barclay's Premier, CSC Technologies, Nilgai Foods	12.16		12.16
14	14	TBWA	The New Indian Express, ANZ Asia Pacific, Gati	49.22	Mars Asia Pacific	10.62
15	15	BBH	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
16	17	Contract Advertising	Huawei Telecommunication, Corelle Kitchenware, Piramal Realty	4.83		4.83
17	22	McCann WorldGroup	Aircel, Dulux, UNICEF, Usha International, Subway	72.03	Onida	2.55
18=	19=	Wieden & Kennedy		0.00		0.00
18=	19=	Iris		0.00		0.00
18=	19=	Madison Creative		0.00		0.00
21	18	Percept	Bihar Govt	2.41	Tata Motors	(2.17)
22	23	Bates 141	Ashok Layland	1.93	Century Ply	(4.83)
23	24	Dentsu	Ingersoll Rand, Birla Tyres	7.24	Suzion Energy	(34.74)
24	13	DraftFCB	ICICI Credit Card, Zee Entertainment Enterprises	16.89	SC Johnson Asia Pacific	(129.31)

Media New Business League (India) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	ZenithOptimedia	Suzlon, Indiabulls , IFB, OLX, AMD	414.23		390.10
2	2	OMD	SanDisk, Tyco, Corelle, AMFI	250.90	SAB TV	246.08
3	5	Maxus	SC Johnson Asia Pacific, Policy Bazaar, US Aid, Myntra.com	84.44		84.44
4	3	Starcom MediaVest	BIBA, Yahoo Asia Pacific, Avantha, Symphony	77.20		77.20
5	4	Vizeum	IMS, Nickelodeon, TTK Prestige, TI Cycle	69.48		69.48
6	10	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	51.15		51.15
7	6	MEC	Reliance Broadcast Network, Dell, Daily News & Analysis	43.18		43.18
8	7	MPG	Vaswani Group, MTS, Victorinox	222.67	Reckitt Benkeiser	29.67
9=	8=	MediaCom	MakeMyTrip.com	24.13		24.13
9=	8=	Lintas Media Group	Eveready Industries, SpeakAsiaOnline	24.13		24.13
11	11	Carat	Carrier Air Conditioning OOH, Sonear Ply, Timex OOH	18.00		18.00
12=	12=	Allied Media		0.00		0.00
12=	12=	TME		0.00		0.00
14	15	Mindshare	Nourish	2.41	Yahoo!	(21.71)
15	12=	Lodestar Universal		0.00	SC Johnson Asia Pacific	(57.90)
16	16	Madison Media		0.00		(96.50)

CREATIVE AGENCIES

Ogilvy moved up to the top spot with over ten new wins, including SC Johnson Asia Pacific new business. Leo Burnett moved down to second. Mudra DDB was fastest mover this month, securing IDBI Bank, Suzion Energy, and 20 other wins. Grey made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia maintained on top spot with Suzlon and Indiabulls wins. OMD was placed second, securing SanDisk and Tyco. Maxus and Starcom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.