

Creative New Business League (India) – June 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	Leo Burnett	Asia Motor Works Heavy Commercial Vehicles, Deccan Charters	243.66		243.66
2	2	Ogilvy	Siemens, Care India, REI Agro Ltd.	155.34	Vivek	136.04
3	4	Grey Group India	GSK Shopper Marketing, Fortis Hospitals, Lanco Infratech Limited	91.19		91.19
4	3	Lowe	BMA Wealth Creators, Suzlon, SpeakAsiaOnline	81.06		81.06
5	5	JWT	Huawei Telecommunications, IndiaCan Education, Smirnoff	70.54	Rimmel London Asia Pacific	63.30
6	7	RK Swamy BBDO	VISA Asia Pacific, Mars Asia Pacific, Vivek	63.93	Asia Motor Works	59.11
7	6	Law and Kenneth	The MobileStore, Rangeela, ADD Gel	56.94		56.94
8	11	Mudra DDB	Adidas, Philips Healthcare, IndiaFirst	55.01		55.01
9	8	Euro RSCG	Mitsubishi, Click.net, Kelkoo.com	52.59		52.59
10	9	Rediffusion Y&R	SIDBI, TVS, Zandu/Boroplus, Columbia Asia, Tata Realty	40.05		37.64
11	10	Saatchi and Saatchi	Skoda Auto, Invida	32.81		32.81
12	13	Publicis + Publicis Ambiance	Merino Group, Angel Broking, LG Digital Asia Pacific	22.39		22.39
13	14	DraftFCB	ICICI Credit Card, Zee Entertainment Enterprises	16.89	LIC	15.44
14	12	TBWA	The New Indian Express, ANZ Asia Pacific, Gati	49.22	Mars Asia Pacific	10.62
15	17=	BBH	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
16	15	M&C Saatchi	Bajaj Allianz Life Insurance	5.91		5.91
17	17=	Contract Advertising	Corelle Kitchenware, Piramal Realty, CavinKare	3.62		3.62
18	16	Percept	Bihar Govt	2.41		2.41
19=	17=	Wieden & Kennedy		0.00		0.00
19=	17=	Iris		0.00		0.00
19=	17=	Madison Creative		0.00		0.00
22	24	McCann WorldGroup	UNICEF, Usha International, Subway	67.21	Onida	(2.27)
23	23	Bates 141	Ashok Layland	1.93	CavinKare	(2.90)
24	17=	Dentsu	Birla Tyres	0.00	MVL Mobiles	(4.83)

Media New Business League (India) –June 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	OLX, AMD, Honda, Merino Laminates	314.35		290.22
2	2	OMD	AMFI, World Kitchen, Avaya	237.39	SAB TV	232.57
3	3	Starcom MediaVest	BIBA, Yahoo Asia Pacific, Avantha, Symphony	77.20		77.20
4	4	Vizeum	IMS, Nickelodeon, TTK Prestige, TI Cycle	69.48		69.48
5	7=	Maxus	US Aid, Myntra.com	33.78		33.78
6	5	MEC	Dell, Daily News & Analysis, Starwood Hotels Asia Pacific	33.53		33.53
7	6	MPG	Vaswani Group, MTS, Victorinox	222.67	Reckitt Benkeiser	29.67
8=	7=	MediaCom	MakeMyTrip.com	24.13		24.13
8=	11	Lintas Media Group	Eveready Industries, SpeakAsiaOnline	24.13		24.13
10	9	PHD	Hotels.com Asia Pacific	22.20		22.20
11	10	Carat	Carrier Air Conditioning OOH, Sonear Ply, Timex OOH	18.00		18.00
12=	12=	Lodestar Universal		0.00		0.00
12=	12=	Allied Media		0.00		0.00
12=	12=	TME		0.00		0.00
15	15	Mindshare	Nourish	2.41	Yahoo!	(21.71)
16	16	Madison Media		0.00		(96.50)

CREATIVE AGENCIES

Leo Burnett maintained top spot on the back of previous wins, followed by Ogilvy. Grey won GSK Shopper Marketing and Fortis Hospitals, and made up the rest of the top four with Lowe.

MEDIA AGENCIES

ZenithOptimedia won OLX and AMD new businesses, and maintained top spot. OMD was placed second, securing AMFI and World Kitchen. Starcom and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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.

