

Creative New Business League (India) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	2	Leo Burnett	Samsung, Coca Cola	115.80		115.80
2	5	Ogilvy	Star India Network, SKS Micro Finance, Bagmane Group	76.72	Just Dial	62.24
3	3	Lowe	Daawat Basmati Rice, Rohan Builders & Developers, RNA Corporate	57.90		57.90
4	4	Grey Group India	Mankind Pharma, Jindal Steel, Reebok - World Cup Activation	57.42		57.42
5	1	RK Swamy BBDO	Blackberry Asia Pacific, Jindal Steel and Power	50.18		50.18
6	11	TBWA	ANZ Asia Pacific, Gati, GVK-Chhatrapati Shivaji International Airport	45.36		45.36
7	6	Euro RSCG	Jim Bean Spirits, Volvo Construction, AAAI	40.05		40.05
8	7	JWT	Everonn Education, Vijay Television	31.46		31.46
9	14	Publicis + Publicis Ambiance	Merino Group, Angel Broking, LG Digital Asia Pacific	17.57		17.57
10	9	Saatchi and Saatchi	Lenovo Asia Pacific, ONGC, Reliance Industries	17.37		17.37
11	10	Law and Kenneth	Dabur	14.48		14.48
12	12	Rediffusion Y&R	Columbia Asia, Tata Realty, Brahma Group	9.17		9.17
13	13	M&C Saatchi	Bajaj Allianz Life Insurance	5.91		5.91
14	15=	Bates 141	Ashok Layland	1.93		1.93
15=	15=	Mudra DDB		0.00		0.00
15=	15=	DraftFCB		0.00		0.00
15=	15=	BBH		0.00		0.00
15=	15=	Wieden & Kennedy		0.00		0.00
15=	15=	Dentsu		0.00		0.00
15=	15=	Percept		0.00		0.00
15=	15=	Iris		0.00		0.00
15=	15=	Madison Creative		0.00		0.00
15=	15=	Contract Advertising		0.00		0.00
24	8	McCann WorldGroup	Omron Healthcare, City Chain Asia Pacific, Kohler (Flipside)	17.95	Coca Cola	(11.00)

Media New Business League (India) – Mar 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	Reckitt Benckiser	193.00	HTC	168.88
2	2	OMD	Avaya India, zoomin.com, BSH India	131.24		131.24
3	3	Starcom MediaVest	Yahoo Asia Pacific, Avantha, Symphony	72.38		72.38
4	4	Vizeum	TTK Prestige, TI Cycle, Lotus Herbal	49.70		49.70
5	6	MEC	Daily News & Analysis, Starwood Hotels Asia Pacific	28.71		28.71
6=	5	Maxus	Myntra.com	24.13		24.13
6=	9=	MediaCom	MakeMyTrip.com	24.13		24.13
8	9=	Lintas Media Group	SpeakAsiaOnline	9.65		9.65
9	7	Carat	Talwalkar's, Chattisgad Tourism Business OOH	9.36		9.36
10	8	PHD	Hotels.com Asia Pacific	2.90		2.90
11=	9=	Lodestar Universal		0.00		0.00
11=	9=	Madison Media		0.00		0.00
11=	9=	Allied Media		0.00		0.00
11=	9=	TME		0.00		0.00
15	15	Mindshare		0.00	Yahoo!	(24.13)
16	16	MPG	PT Movilex	9.65	Reckitt Benckiser	(183.35)

CREATIVE AGENCIES

Leo Burnett moved to top spot on the back of Samsung and Coca Cola new business. Ogilvy was placed second, securing Star India Network and SKS Micro Finance. Lowe and Grey made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia stayed on top spot on the back of strong Reckitt Benckiser win. OMD secured Avaya India and BSH India, and was positioned second. Starcom and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

