

Creative New Business League (India) – Apr 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, Hinduja Global Solutions BPO	219.54		219.54
2	4	Ogilvy	MBS Jewellery, National Skill Development Corporation, Onida	145.69	Vivek	126.39
3	2	Lowe	Suzlon, SpeakAsiaOnline	77.20		77.20
4	3	Grey Group India	Audi India Activation Event, Nokia Siemens Network Vodafone Event	74.31		74.31
5	5	JWT	IndiaCan Education, Smirnoff, Everonn Education, Viveks	60.89		60.89
6	9	Law and Kenneth	The MobileStore, Rangeela, ADD Gel	56.94		56.94
7	6	RK Swamy BBDO	Vivek, Blackberry Asia Pacific, Jindal Steel and Power	55.01	Asia Motor Works	50.18
8	8	Euro RSCG	Bosch Asia Pacific, Jim Bean Spirits, Volvo Construction	42.94		42.94
9	14	Rediffusion Y&R	Zandu/Boroplus, Columbia Asia, Tata Realty, Brahma Group	33.29		33.29
10	12	Saatchi and Saatchi	Skoda Auto, Invida	32.81		32.81
11	17=	Mudra DDB	Intel Asia Pacific	24.13		24.13
12	7	TBWA	ANZ Asia Pacific, Gati, GVK-Chhatrapati Shivaji International Airport	45.36	Zandu/Boroplus	21.24
13	11	Publicis + Publicis Ambiance	Merino Group, Angel Broking, LG Digital Asia Pacific	17.57		17.57
14	13	DraftFCB	ICICI Credit Card, Zee Entertainment Enterprises	16.89		16.89
15	15	M&C Saatchi	Bajaj Allianz Life Insurance	5.91		5.91
16	17=	Percept	Bihar Govt	2.41		2.41
17=	17=	BBH		0.00		0.00
17=	17=	Wieden & Kennedy		0.00		0.00
17=	17=	Dentsu	Birla Tyres	0.00		0.00
17=	17=	Iris		0.00		0.00
17=	17=	Madison Creative		0.00		0.00
17=	17=	Contract Advertising		0.00		0.00
23	16	Bates 141	Ashok Layland	1.93	ICICI Credit Card	(0.48)
24	10	McCann	UNICEF, Usha International, Subway	67.21	Onida	(2.27)

Media New Business League (India) –Apr 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	Honda, Merino Laminates, OLX.com	305.66		281.54
2	2	OMD	Avaya, Zoomin.com, BSH	227.74		227.74
3	3	Starcom MediaVest	Yahoo Asia Pacific, Avantha, Symphony	72.38		72.38
4	4	Vizeum	IMS, Nickelodeon, TTK Prestige, TI Cycle	69.48		69.48
5	5	MEC	Daily News & Analysis, Starwood Hotels Asia Pacific	28.71		28.71
6	16	MPG	MTS, Victorinox, Vaswani Builders	217.85	Reckitt Benkeiser	24.85
7=	6=	Maxus	Myntra.com	24.13		24.13
7=	6=	MediaCom	MakeMyTrip.com	24.13		24.13
9	8	PHD	Hotels.com Asia Pacific	22.20		22.20
10	9	Carat	Carrier Air Conditioning OOH, Sonear Ply, Timex OOH	18.00		18.00
11	10	Lintas Media Group	SpeakAsiaOnline	9.65		9.65
12=	11=	Lodestar Universal		0.00		0.00
12=	11=	Allied Media		0.00		0.00
12=	11=	TME		0.00		0.00
15	15	Mindshare		0.00	Yahoo!	(24.13)
16	11=	Madison Media		0.00		(96.50)

CREATIVE AGENCIES

Leo Burnett maintained on top spot on the back of strong Samsung win and others. Ogilvy jumped up to second with several strong wins, including MBS Jewellery and Onida. Lowe and Grey made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia won Honda and kept on top spot, followed by OMD. Starcom and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.