

Creative New Business League(India) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	Mudra DDB	CFA Institute, Lonely Planet Magazine, Rakindo Developers, TATA Communications BTL	234.7	RmKV	225.1
2	2	McCann WorldGroup	Abbott, Business Octane, Onida, IREO	214.0	UPS Asia Pacific	194.7
3	5	JWT	Hero Honda (Hockey), SBI General Insurance, Thomas Cook	219.3	Apollo Tyres	190.4
4	3	BBH	Vaseline, World Gold Council, Star CJ, Unilever (Becel), L&T	163.6		163.6
5	4	RK Swamy BBDO	Moods, Aviva Life Insurance, Doublemint	156.8	Allianz Asia Pacific	144.8
6	7	Rediffusion Y&R	Godrej Nupur, Danone, DAVP	173.7	Tata Sky	135.1
7	6	Ogilvy	Titan Industries, Dhanlaxmi Bank, UPS Asia Pacific, Ruchi Soya Industries, Saurashtra Cement	235.2	India Post	126.2
8	8	Euro RSCG	Allergan Healthcare, Google AdWords, Webex	152.0	Volvo	123.0
9	10	Bates 141	TVS Motors , Aerotropolis, Oxy, La Opala	101.3	Marico Parachute Soap	98.9
10	9	Leo Burnett	Telenor, Carrefour, Unitech	84.4		84.4
11	11	Percept	National Female Literacy Mission, Fruit of the Loom, Directorate of Adult Education	55.5		55.5
12	12	Lowe	Axis Bank, Universal Success Enterprises, Amrit Group	98.9	Vaseline	41.0
13	13	Contract Advertising	Shell Foundation, Big Cinemas, Samsonite	45.8	Dabur	33.8
17	16	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific, Jindal South and West Group	48.3	Infosys Finacle	29.0
15=	14=	M&C Saatchi	World Pens, Zicom	19.3		19.3
15=	14=	Wieden & Kennedy	Chevrolet Cruise	19.3		19.3
17	16	Iris	Ernst & Young, MTS telecom, Microsoft Consumer and Online Business, LG	11.8		11.8
18	18	DraftFCB	Micromax	14.5	USHA International	4.8
19	19	TBWA	V-Guard, Meow FM, Style Spa Furniture	50.2	AX channel	(7.7)
20	21	Publicis Ambience	Saheli, K7, Dr Morepen	53.1	Aviva Life Insurance	(19.3)
21	20	Saatchi and Saatchi	Value Designbuild, Maxima, Shyam Telelink	48.3	ESPN Star Sports Asia Pacific	(29.0)

Media New Business Scoreboard(India) – Nov 2009

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 Asia Pacific, Swarovski Asia Pacific, Usha International	485.2	HP Asia Pacific	363.0
2	2	Mindshare	Yamaha Motors, Milestone Interactive, Steel Authority Of India	237.1	Tata Steel & Lafarge Cements	222.7
3	4	OMD	VISA India, Vodafone Asia Pacific, Gems & Jewellery, Henkel India	208.6	Allianz Asia Pacific	201.4
4	3	MPG	Dr Morepan, Tata Asia Pacific, Symantec Asia Pacific, Nirlep	195.9	Swarovski Asia Pacific	194.2
5	5	MEC	Ruchi Soya, Nationalist Congress Party, Karnataka Government, Helix, Tikona	182.7	Henkel India	153.7
6	6	PHD	HP (Asia Pacific)	122.2		122.2
7	7	Madison	Britannia, NDTV	96.5		96.5
8	8	Maxus	Nokia, Red bull, Colors	132.7	Manipal Universal Learnings	94.1
9=	9	Lintas Media Group	Amrit Group of Companies, Srei Infrastructure Finance, Anu Solar	111.0	UB GROUP - OOH	90.2
9=	14	Vizeum	Essar, Luxor, BSA Motors, Giovanni	90.2		90.2
11	10	Carat	Qatar Airways, UB GROUP - OOH, Blue Star, A.N. Buildwell	64.9		64.9
12	12	MediaCom	TVS Srichakra, Allianz Asia Pacific, Adani Power, Dell SMB Division	61.5		61.0
13	11	Universal McCann	Tata Teleservices	48.3		48.3
14	13	Starcom MediaVest	Eko, Disney, STAR CJ Network	43.4		43.4
15	15	TME	Tata Steel & Lafarge Cements, Eveready	24.1		24.1
16	16	Initiative		0.0	HFCL - Myway	(24.1)

CREATIVE AGENCIES

DDB Maintained the top position securing several wins including CFA Institute, Lonely Planet Magazine and Rakindo Developers, followed by McCann. JWT jumped to the third spot on the back of Hero Honda (Hockey), SBI General Insurance and Thomas Cook wins.

MEDIA AGENCIES

ZenithOptimedia maintained the top position securing Reckitt Benckiser Asia Pacific business this month. Mindshare also snapped Yamaha Motors and stayed at the second. OMD moved to the third spot on the back of VISA win.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

