

## Creative New Business League (India) – Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
<b>1</b>	<b>2</b>	<b>Ogilvy</b>	Ascend International, AirAsia, Columbia Asia Hospital, DLF	339.2	Religare Enterprises	310.2
<b>2</b>	<b>1</b>	<b>Grey Group India</b>	Volkswagen, Soham Real Estate, Fiat	317.0	Spencer's Retail	302.5
<b>3</b>	<b>3</b>	<b>Mudra DDB</b>	Dr Reddy's, Midcom, KDA Hospital	297.8		297.8
<b>4</b>	<b>4</b>	<b>Leo Burnett</b>	Sainov Spirits, DLF, Tata International	223.9		223.9
<b>5</b>	<b>5</b>	<b>JWT</b>	Loyalty One, Google, Gitanjali Group, Lava International	171.3		171.3
<b>6</b>	<b>6</b>	<b>Bates 141</b>	Amrit Food, Unicef, Monte Carlo	161.6		161.6
<b>7</b>	<b>9</b>	<b>McCann WorldGroup</b>	Srei Infrastructure Finance, ICICI Bank, Japan Tobacco International	139.1	Future Group	124.7
<b>8</b>	<b>7</b>	<b>Euro RSCG</b>	Milkana, MAXX Mobile, Milkana, Sofed Retail	123.0		123.0
<b>9</b>	<b>8</b>	<b>TBWA</b>	Star Health Insurance, Hyagrevar	116.8	Nivea	102.3
<b>10</b>	<b>11</b>	<b>Lowe</b>	IDFC, IVR Hotels, Matix fertilisers & Chemicals	190.1	Srei Infrastructure Finance	89.3
<b>11</b>	<b>10</b>	<b>Law and Kenneth</b>	Kent RO Water Purifier, Parle Digital, Kelvinator, Sansui	86.9		86.9
<b>12</b>	<b>12</b>	<b>RK Swamy BBDO</b>	AsiaRooms.com, JNJ Baby, LIC Nomura Mutual Fund, Rage Mobile	139.9	Abbott Nutrition	82.0
<b>13</b>	<b>18</b>	<b>M&amp;C Saatchi</b>	Amar Remedies, VLCC	50.1		50.1
<b>14=</b>	<b>14</b>	<b>Publicis + Publicis Ambiance</b>	Reserve Bank of India, Carrefour, Jaina Marketing	60.4	Alpha G	48.3
<b>14=</b>	<b>13</b>	<b>DraftFCB</b>	Nivea, Lemon Mobiles, Abbott Nutrition	77.2	Zee Television	48.3
<b>14=</b>	<b>15</b>	<b>Wieden &amp; Kennedy</b>	HCL Technologies, Budweiser, The Park Hotel	48.3		48.3
<b>14=</b>	<b>17</b>	<b>Dentsu</b>	Educomp Solution, HSIL, Wynncom	48.3		48.3
<b>18</b>	<b>16</b>	<b>BBH</b>	L&T General Insurance, Lakme Lever	45.8		45.8
<b>19</b>	<b>19</b>	<b>Percept</b>	Deepak Fertilisers and Petrochemicals, Gitanjali Group, Shingar Group	29.0	ICICI Bank	25.3
<b>20</b>	<b>20</b>	<b>Iris</b>	Dell, Alpha G, MTS	15.8		15.8
<b>21</b>	<b>24</b>	<b>Rediffusion Y&amp;R</b>	MTS, Zee Television	106.6	Bharti Airtel	10.1
<b>22</b>	<b>21</b>	<b>Saatchi and Saatchi</b>	Skoda, CIBIL, Credit Information	38.7	MTS	2.0
<b>23</b>	<b>22</b>	<b>Madison Creative</b>		0.0		0.0
<b>24</b>	<b>23</b>	<b>Contract Advertising</b>	Sun DTH, Jubilant Organosys	4.6	Spice - Handsets	(31.6)

## Media New Business League (India) – Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Billings (Rs. Crore)	Recent Losses	Overall YTD Billings (Rs.Crore)
1	1	Mindshare	Garware Polyester, Bharat Business Channel, Electrolux	960.9	Venus Home Appliances	912.6
2	2	MEC	ASK Investment, Reliance Broadcast Network, Alternate Brand Solutions	338.7	Neo Sports	319.4
3	3	OMD	Renault Nissan, Venus Home Appliances, Sah Petroleum	286.7		286.7
4	4	Maxus	Greenpeace, Google, Kerala Tourism	260.6		256.9
5	5	Lodestar Universal	Coca-Cola, AIA Asia Pacific	199.5		199.5
6	6	ZenithOptimedia	Sanofi Aventis, Samay Tiles, Hotels.com	204.6	Sah Petroleum	117.7
7	7	Vizeum	Blackberry, Maya Appliances, Dalmiya Cement, Asia MotorWorks	104.2		104.2
8	8	MPG	NewsX, Maxx Mobiles, Jetstar Tours Digital	88.3	Hindustan Pencils	82.5
9	9	Carat	Mother Dairy, AirAsia	46.0		43.6
10	10	Lintas Media Group	Intex, Hamdard (Wakf) Laboratories, Religare	62.7	Starwood hotels	14.5
11	11	Madison Media	Airtel, Shriram Transport, General Motors	231.6	Coca-cola	9.7
12=	12=	PHD		0.0		0.0
12=	12=	Allied Media		0.0		0.0
14	14	Starcom MediaVest	Starwood Hotels, Radio Mid-Day West, Thai Tourism Board	25.0		(13.6)
15	15	MediaCom	Pfizer, Unibic	80.1	Reliance	(40.5)
16	16	TME		0.0	Parle	(125.5)

### CREATIVE AGENCIES

Ogilvy's Ascend International success and other local wins saw it move to number one this month. Grey moved to second with wins from Volkswagen and Soham Real Estate. Mudra DDB secured Dr Reddy's and Midcom to stay in third, while Leo Burnett, on the back of Sainov Spirits Asia Pacific win, stayed fourth position.

### MEDIA AGENCIES

The top four were unchanged this month, only Mindshare picked up Garware Polyester, and Maxus grabbed Greenpeace.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.