

Creative New Business League (India) – November 2011

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	Global Hospitals, D S Research Center, Aircel	498.91	Philips Asia Pacific	441.01
2	2	Ogilvy	Philips Asia Pacific, GMR, MIRC Electronics	371.26	Mantri Developers	342.10
3	3	Leo Burnett	GSK Iodex	266.35		266.35
4	4	RK Swamy BBDO	ExxonMobil Asia Pacific, Ozone Ayurvedics Nomarks, PepsiCo 7Up	185.52	Asia Motor Works	195.17
5	5	Grey Group India	Dell	186.25		186.25
6	6	Euro RSCG	Volvo (Arnold)	127.38		127.38
7	7	JWT	Medfort Hospitals, Trivitron Healthcare	135.20	Murugappa Group	108.66
8	8	Lowe	Mahuaa Media Two new Channels, Muthoot FinCorp, iProf	93.12	The Hindu	88.30
9	10	Publicis + Publicis	Merck OTC Brands	83.09	Bharat Business Channel	73.24
10	11	Law and Kenneth	Lavazza	71.41		71.41
11	12	Rediffusion Y&R	MTS, Mantri Developers	61.76	Maxo Jyothy Laboratories	61.76
12	9	McCann WorldGroup	AICEL, Formular One Racing, Rowson's Reserve	161.37	ExxonMobil Asia Pacific	48.47
13	13	Contract Advertising	Google, Moneycontrol.com, Ashok Leyland	38.60		38.60
14	14	Saatchi and Saatchi	Carlsberg, Birla Wellness, Wave Infratech	47.29		37.64
15	15	Wieden & Kennedy	Lycra and Coolmax, Xylys, Heineken	19.30		19.30
16	17	M&C Saatchi	Barclay's Premier, CSC Technologies, Nilgai Foods	12.16		12.16
17	18	BBH	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
18	19	Percept	Next Care, Birla Tyres, Daiki Brands, Cherio	13.27	Paras Dairy	3.86
19=	20=	Iris		0.00		0.00
19=	20=	Madison		0.00		0.00
19=	20=	Bates 141	Raymond, Supertech	6.76	Century Ply	0.00
22	16	TBWA	Information Tech Park, Inbisco	58.15	Mars	(9.40)
23	23	Dentsu	Ingersoll Rand, Birla Tyres	7.24	AICEL	(92.64)
24	24	DraftFCB	ICICI Credit Card, Zee Entertainment Enterprises	16.89	SC Johnson Asia Pacific	(129.31)

Media New Business League (India) – November 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	Best Foods, Pharas Pharma, IFB	466.34	Marriott International Asia Pacific	437.39
2	2	OMD	McDonald's Digital	316.04	ExxonMobil Asia Pacific	291.91
3	3	Starcom MediaVest	Aircel, SuperMax	165.02		160.19
4	4	Vizeum	XS Real, Educomp Solutions	99.40		99.40
5	5	Maxus	Precise Events & Travels, Policy Bazaar.com	101.33	VIP Industries	86.85
6	6	MPG	Gufic, AETN-18's History Channel, CNBC Aawaz	273.34	Hindustan Motors	75.51
7	7	MEC	Marriott International Asia Pacific, Sweta Estates, OCM	86.61	Sony Ericsson Asia Pacific	62.48
8	8	PHD	Sony Ericsson Asia Pacific	60.80		60.80
9	10	Carat	Philips Asia Pacific, Eye-Q	73.00	Tourism Australia	58.53
10	9	MediaCom	Revlon Asia Pacific	55.01		55.01
11	11	Allied Media	Sahara, FedEx	14.48	Sweta Estates	4.83
12=	12=	Lintas Media Group	GE Healthcare, iProf, Eveready Industries	62.73	BPCL	0.00
12=	12=	TME		0.00		0.00
14	15	Lodestar Universal	ExxonMobil Asia Pacific, Vedanta, VIP Industries, Muthoot FinCorp	53.08	SC Johnson Asia Pacific	(4.83)
15	14	Mindshare	National Engineering Industries	25.09	New Gen Media Puthiya Thalamurai	(20.27)
16	16	Madison Media		0.00	GE Healthcare	(120.63)

CREATIVE AGENCIES

Mudra DDB maintained on top spot with more than ten wins, including Global Hospitals. Ogilvy stayed on second on the back of strong Philips Asia Pacific win. Leo Burnett and BBDO made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia maintained on top spot on the back of previous wins. OMD picked up McDonald's Digital and was placed 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 111 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.