

Creative New Business League (India) –September 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	Maxo Jyothy Laboratories, Bosch, Nikon	402.41	SIS	392.76
2	2	Ogilvy	ICICI Bank, HDFC, IBM	324.22	Mantri Square Mall	302.29
3	3	Leo Burnett	Bharat Business Channel, Viva, Asia Motor Works Heavy	256.70		256.70
4	5	RK Swamy BBDO	Visa, Nissan, Doublemint	131.48	Asia Motor Works	141.13
5	4	Grey Group India	AON Hewitt, Force Motors Project, Premier Inn Project	136.55		136.55
6	7	Euro RSCG	Rohit Surfactants, Aegis Global, Paras Pharma	112.91		112.91
7	6	JWT	Craft World Events, Dhanlaxmi Bank, Science First	134.23	Murugappa Group	107.69
8	8	Lowe	Mahuaa Media Two new Channels,	93.12	The Hindu	88.30
9	9	Law and Kenneth	Harman, Borges, The MobileStore	66.59		66.59
10	14	Publicis + Publicis	Suzuki, Nescafe, AMD	74.89	Bharat Business Channel	65.04
11	10	Rediffusion Y&R	Bombay Realty, Paras Buildtech, Reliance Jewels	49.70	Maxo Jyothy Laboratories	49.70
12	12	Contract Advertising	Google, Moneycontrol.com, Ashok Leyland	38.60		38.60
13	11	Saatchi and Saatchi	Carlsberg, Birla Wellness, Wave Infratech	47.29		37.64
14	13	McCann WorldGroup	Mankind Pharma, Tata Global Beverages, Jaypee Sports	98.65	Nescafe	24.34
15	15	Wieden & Kennedy	Lycra and Coolmax, Xyllys, Heineken	19.30		19.30
16	17	M&C Saatchi	Barclay's Premier, CSC Technologies, Nilgai Foods	12.16		12.16
17	16	TBWA	The New Indian Express, ANZ Asia Pacific, Gati	51.88		10.87
18	18	BBH	Johnnie Walker, Captain Morgan, Marico	7.72		7.72
19	19	Percept	Birla Tyres, Daiki Brands, Cherio	10.86	Siyaram's	3.86
20=	20=	Iris		0.00		0.00
20=	20=	Madison		0.00		0.00
22	22	Bates 141	Ashok Layland	1.93	Century Ply	(4.83)
23	23	Dentsu	Ingersoll Rand, Birla Tyres	7.24	FedEx	(25.09)
24	24	DraftFCB	ICICI Credit Card, Zee Entertainment Enterprises	16.89	SC Johnson Asia Pacific	(129.31)

Media New Business League (India) –September 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	461.51		437.39
2	2	OMD	HTC, Tourism Australia, SanDisk	289.50	SAB TV	284.68
3	5	Starcom MediaVest	BIBA, Yahoo Asia Pacific, Avantha, Symphony	145.72		145.72
4	4	Vizeum	20th Century Fox, MTV, IMS, Nickelodeon	89.75		89.75
5	3	Maxus	Policy Bazaar.com, SC Johnson Asia Pacific, Policy Bazaar, US Aid	98.91	VIP Industries	84.44
6	6	MPG	Gufic, AETN-18's History Channel, CNBC Aawaz	273.34	Hindustan Motors	75.51
7	8	MEC	Hindustan Motors, Harman, Legrand	57.66		57.66
8	7	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	51.15		51.15
9	9	Lintas Media Group	GE Healthcare, iProf, Eveready Industries	62.73	Policy Bazaar.com	48.25
10	11	MediaCom	Asiarooms, MakeMyTrip.com	26.06		26.06
11	10	Carat	Milagrow, Tata Chemical, MVN Education	31.99	Tourism Australia	17.51
12	12	Allied Media	Sahara, FedEx	14.48		14.48
13	13	TME		0.00		0.00
14	14	Mindshare	Heineken, Nourish	12.06	Muthoot FinCorp	(28.47)
15	15	Lodestar Universal	VIP Industries, Muthoot FinCorp	28.95	SC Johnson Asia Pacific	(28.95)
16	16	Madison Media		0.00	GE Healthcare	(120.63)

CREATIVE AGENCIES

DDB stayed on top spot on the back of Maxo Jyothy Laboratories and other wins. Ogilvy was a close second, securing ICICI Bank, HDFC and IBM. Leo Burnett and BBDO made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia kept its top spot on the back of Best Foods win. OMD picked up HTC and Tourism Australia, and stayed second. Starcom jumped to third position with some confidential wins. Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.

