

BRANDEQUITY

THE ECONOMIC TIMES

AD AGENCY RECKONER 2008

MADISON MEDIA RANKED AMONGST TOP 3 MEDIA AGENCIES CONSISTENTLY OVER LAST 5 YEARS, SINCE INCEPTION OF REPORT

2007 **No. 1**

Top 10 MEDIA AGENCIES

RANK	AGENCY	INDEXED SCORE
1	Madison	100.00
2	Starcom	98.17
3	Starcom	76.86
4	Carat	76.44
5	Zenith Optimedia	74.26
6	Maxus	70.58
7	TME (The Media Edge)	69.43
8	Initiative Media	65.92
9	Lodestar Universal	63.92
10	Mediacom	60.47

2005 **No. 1**

OVERALL RANKING IN INDIA'S Top Media Specialist Agencies

Agency	Score
1 Madison	9.27
2 GroupM	9.07
3 Starcom	8.73
4 Initiative Media	8.17
5 Lodestar	7.84
6 Carat	7.82
7 TME	7.82
8 Zenith	7.71
9 Universal McCann	7.66
10 Media Planning Group	7.64

2004 **No. 2**

Agency	Score
1 Group M	7.05
2 Madison	6.60
3 Starcom	6.42
4 Initiative	6.35
5 Carat	6.15
6 Lodestar	6.04
7 MediaCom	6.00
8 Universal McCann	5.92
9 TME	5.89
10 Zenith	5.76
11 Media Planning Group	5.74
12 OMS	5.72
13 Media Direction	5.71

2006 **No. 3**

AGENCY	SCORE
1 MindShare	6.78
2 Starcom	6.74
3 Madison	6.71
4 Initiative Media	6.47
5 Media Planning Group	6.37
6 Mediacom	6.34
7 Maxus	6.06
8 Lodestar	6.03
9 Zenith Optimedia	5.92
10 The Media Edge	5.90

2008 **No. 2**

Agency	Indexed Score
1 MindShare	100.00
2 Madison	91.68
3 Starcom	71.94
4 Zenith Optimedia	57.10
5 Allied Media	56.84
6 OMS (Mudra Max)	56.50
7 Lodestar Universal	56.43
8 Maxus	54.36
9 Carat	54.25
10 TME	50.99

Most Influential People

IN MEDIA

1



Sam Balsara

Ranked as the Most Influential Media Person for last 3 years, every year

Top 10



Punitha Arumugam

Ranked amongst the Top 10 Most Influential People in Media in 2008

IN ADVERTISING

Top 3



Sam Balsara

Ranked amongst the Top 3 Advertising Professionals in 2008