

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 2017

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	DDB	Ambev Brazil, Empresas Publicas de Medellín Colombia, Hotels.com LatAm	4.9		4.90	6
2	9	MullenLowe Group	Hyundai Colombia, Banco Itaú Colombia, ETB Colombia	4.5		4.50	14
3-	2=	DPZ&T	Petrobras Brazil	4.0		4.00	1
3-	2=	Propeg	Petrobras Brazil	4.0		4.00	1
5	4	Grey Group	Wingo LatAm, BGH (Beko) Argentina, Pantene LatAm, Gallo Snacks Argentina	3.3		3.30	4
6	5=	BBDO	San Rafael (Sigma Alimentos) Mexico, Procolombia Colombia, La Virginia Argentina	2.3		2.30	4
7	-	Made	Amazon Mexico, Campbell's (Splash and V8)	2.3		2.30	2
8	-	J Walter Thompson	FMCG Client	6.2	Raízen Brazil	2.26	18
9	5=	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirlpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
10	8	Leo Burnett	AB InBev Colombia, Walmart Argentina, Bradesco Brazil, Fiat Brazil Digital	2.4	Jeep Brazil Digital	1.90	4
11	7	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Banco Supervielle(ATL, BTL) Argentina	2.3	Empresas Publicas de Medellín Colombia	1.80	5
12	11=	Ogilvy	Telhanorte Brazil, Leão (Coca-Cola) Brazil	1.2		1.20	3
13	10	Saatchi & Saatchi	Autocity Argentina, Raízen Brazil	1.0		1.00	2
14-	11=	FCB	Galderma Brazil, Navent Argentina	0.9		0.90	2
14-	11=	Almacén	Kärcher LatAm, Pampa Energía Argentina	0.9		0.90	2
16	16=	Sparkling	Ventura Entertainment Mexico, Levité (Bonafont) Mexico Digital	0.8		0.80	2
17-	14=	Carlos y Dario	AB InBev (Paceña) Bolivia	0.6		0.60	1
17-	14=	Publicis	Bradesco Brazil	0.6		0.60	1
17-	-	EI Club	Adler (Tenacta) Argentina Digital, Milkaut, Santa Rosa Quesos (Savencia) Argentina Digital	0.6		0.60	2
20	16=	Cheil	Timberland Mexico	0.5		0.50	1
						40.36	78

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 2017

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	Mindshare	Grupo Telecom Argentina, Jaguar Land Rover Colombia, Mabe Peru	3.3		3.30	6
2	3	OMD	Prudential Seguros Argentina, Asociación de Mutuales Chile, Merisant Argentina	1.4		1.40	7
3	2	Mediacom	Brand USA Mexico&Brazil, Salvat Mexico, Ilusione Inmobiliaria Peru	1.3		1.28	7
4	-	Ariadna	Red Bull Peru & Colombia	0.5		0.50	1
5	4	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.40	1
6	5	Havas Media	Farmacity Argentina, Laboratorios Ballerina Chile	0.2		0.21	2
7	6=	BPN		0.0		0.00	0
8	6=	Dentsu Media		0.0		0.00	0
9	6=	MEC		0.0		0.00	0
10	6=	Mediabrand		0.0		0.00	0
11	6=	PHD		0.0		0.00	0
12	6=	Starcom		0.0		0.00	0
13	6=	Universal McCann		0.0		0.00	0
14	6=	Vizeum		0.0		0.00	0
15	6=	Zenith		0.0		0.00	0
16	16	Maxus		0.0	Bayer AG Chile	-0.05	0
17	17	Carat		0.0	Salvat Mexico	-0.13	0
18	18	Initiative		0.0	Fonterra Chile	-0.66	0
						6.25	24

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.

