

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 2015

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	Ogilvy	Aeroméxico Mexico, Tecate Mexico, Paramount Pictures Brazil	11.5		11.52	80
2	2	J Walter Thompson	Coca-Cola Brazil, Cargill Brazil, Coppertone Brazil, Alfa Colombia	7.6		7.60	8
3	4	CP+B	AB Inbev (Stella Artois) Brazil, General Mills (Yoki Mais Vita) Brazil	5.8		5.80	7
4	3	Y&R	BIC LATAM, Turner Argentina, InkaFarma Peru, SMU Chile, Transbank Chile	5.2		5.20	12
5	5	Wieden & Kennedy	Skol Brazil, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	3.6		3.60	6
6	15=	Africa	Unimed-Rio Brazil, Qualy Brazil	3.5		3.50	3
7	6	TBWA	El Portón Mexico, Vips Mexico, Go Daddy Mexico/Brazil	3.5	PZ Cussons	3.30	5
8=	7=	Publicis	Renault Chile, Ninho Brazil, Passatempo Brazil	3.0		3.00	3
8=	7=	Cheil	Telefónica Chile, Sodexo Chile, Sanofi Chile	3.0		3.00	3
10	9	Grey Group	Sky Airlines Chile, Ruca Malen Argentina, Jose Cuervo Mexico	2.9		2.90	6
11	10	BBDO	Lacthosa-Sula Honduras, C&A Brazil	2.8		2.80	4
12	11	Don	Nextel Mexico, Fibercorp Argentina, ICBC Argentina	2.3		2.30	3
13	12=	Latin3	PayPal LATAM, Under Armour Central America	2.0		2.00	2
14	12=	Dedo	Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM	2.0		2.00	3
15	26	BETC	ideia!zarvos Brazil, DZARM Brazil	2.0		2.00	3
16	52	Geometry	Volkswagen(BTL) Argentina	2.0		2.00	3
17	36	DDB	Fiat Toro Brazil	1.8		1.80	3
18	14	Proximity	Banco Falabella (Digital) Colombia, Dolcegusto (Digital) Colombia, GSK (Digital) Colombia	1.6		1.62	6
19=	15=	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.50	2
19=	15=	Shackleton	Kidzania Chile, América Solidaria(digital) Chile	1.5		1.50	2
<b>Top 20 Agencies:</b>						<b>68.94</b>	<b>164</b>
<b>All Agencies:</b>						<b>115.4</b>	<b>283</b>

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 2015

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	Initiative	Unilever LATAM, SAB Miller Peru, Alcatel LATAM, Monomeros Colombia	40.6	Trading Fashion Line Peru	40.54	26
2	2	Starcom MediaVest	Walmart Mexico, Visa LATAM, Citigroup LATAM, Mondelez LATAM	22.3		22.25	4
3	3	PHD	SC Johnson(buying) LATAM, Unilever(Search) LATAM	11.5		11.50	4
4	4	Mediacom	Mars LATAM, Pernod Ricard Mexico, Football Album Brazil, FAM Digital Brazil	9.5		9.54	21
5	5	Universal McCann	Coca-Cola Regional, Subway (Digital) Chile, Dentix Colombia, EMCali Colombia	5.0	Coca-Cola Ecuador	4.42	26
6	8	Vizeum	PedidosYa Argentina	1.5		1.45	4
7	6	BPN	Constructora Colpatría Colombia, CCU-Ecusa Chile, Propaís Colombia	1.2		1.22	5
8	7	Carat	Farmacias del Ahorro Mexico, Dentix Mexico	0.8		0.80	2
9	9	Mindshare	General Mills LATAM	4.1	Intercorp Peru	0.19	1
10	10	Dentsu Media	Omron LATAM	0.0		0.03	1
11	11	Reprise		0.0	Intraway Argentina	-0.07	0
12	12	MEC	ABB(Digital) Argentina, MABE Argentina, AT&T Mexico, GE Argentina	2.0	Citigroup LATAM	-0.25	4
13	13	OMD	Diageo Mexico, Diageo Colombia, Tigo Colombia	2.5	Visa LATAM	-1.50	3
14	14	Havas Media	EA Games Mexico, Intercorp Peru, Tricot Chile, Adidas Brazil, Jumex Mexico	5.8	Mars LATAM	-1.72	9
15	15	ZenithOptimedia	BASF LATAM	0.3	Molinos Argentina	-4.86	1
16	16	Maxus	Arredo Argentina, My Urban, ESSEN, Little Caesars Mexico	1.6	SC Johnson(buying) LATAM	-7.90	6
<b>Top 16 Agencies:</b>						<b>75.64</b>	<b>117</b>
<b>All Agencies:</b>						<b>75.6</b>	<b>117</b>

### METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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.

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