

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 2016

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	Talent Marcel	Claro Mobile Brazil, Tang Brazil	10.5		10.50	2
2	2	McCann WorldGroup	Coca-Cola Argentina, Huawei Uruguay, Hospital Beneficência Portuguesa Brazil	5.2		5.20	5
3	3	McGarryBowen	FCA Brazil Project	5.0		5.00	1
4	16=	BBDO	Volkswagen Brazil, Farmacity Argentina, Aerolíneas Argentina	4.8		4.80	4
5	9	Publicis	P&G Brands Brzil, Carrefour Brazil, Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	4.7		4.70	5
6	5	Mullen Lowe	Tintas Coral Brazil, Fox+ y Fox Play LATAM, Smart Fit Brazil, Lenovo LATAM	5.0	Subway Brazil	4.50	5
7	4	Grey Group	CMR Falabella Chile, Bodegas Nieto Senetiner Argentina, Avianca Brazil	4.2		4.20	6
8=	6=	FCB	Whirlpool LATAM, Serasa Consumidor Brazil, Bissú Cosméticos Mexico	3.5	Gruppo Campari Brand Brazil	3.00	6
8=	6=	CP+B	B.blend Brazil, Bravecto Brazil, Diageo Project	3.0		3.00	3
10	8	Geometry	Universidad de los Andes Colombia, Shell(BTL) Colombia, Mattel(BTL) Colombia	2.9		2.90	6
11	16=	Niña	Temaiken Argentina, Lee Argentina, La Nación Argentina, Lee Argentina	2.7		2.70	7
12=	10=	DPZ&T	Wine.com.br Brazil, McDonald's LATAM Project	2.5		2.50	2
12=	10=	Y&R	LG Electronics Brazil, Televisión Nacional de Chile, HRU Uruguay	2.5		2.50	3
14=	12=	DDB	Aveeno Brazil, Easy Taxi Brazil, Puma Energy Global	2.3		2.30	3
14=	12=	Why	Samsonite Chile, Enjoy Conrad Punta del Este LatAm, Sal Lobos Chile	2.3		2.30	5
16=	14=	LOV	Philips(Digital) LATAM	2.0		2.00	1
16=	14=	R/GA	Nike Sportswear(Digital) Brazil	2.0		2.00	1
18	18	Markham & Stein	Porsche Latam	1.7		1.70	1
19=	19=	VML	Nespresso(Digital) Brazil, Raizen y Shell(Digital) Brazil	1.5		1.50	2
19=	19=	Artplan	Gruppo Campari Brand Brazil, Etna Brazil, Melitta Brazil	1.5		1.50	4
						68.80	72

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 2016

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	PHD	Volkswagen Global, Bayer Mexico, Old Navy Mexico, Ferrero Mexico	32.3		32.30	4
2	3	Havas Media	Hyundai Kia Mexico, Renault Argentina, Sabritas Mexico	7.7	Alea Restaurant Company Mexico	5.91	15
3	2	Mindshare	Nestle Ecuador, Salinas de Almiron(Buying) Uruguay	5.7		5.74	36
4	7	OMD	Bancolombia Colombia, Tigo Colombia, Itau Chile	4.4		4.43	13
5	4	Universal McCann	J&J Colombia, GoPro Mexico, GoPro Mexico	2.1	Perez y Villa Colombia	1.84	32
6=	5=	Initiative	Monte de Piedad Mexico, Gobierno Chile, LATAM Miami/Uruguay/Ecuador	1.7	Farmacias Ahumada SA Chile	1.47	24
6=	5=	Carat	BRF Argentina	1.5		1.47	1
8	8	BPN	Smar Fit Mexico, Clarins Mexico, Banco Corpbanca Colombia	0.3		0.29	5
9	-	OMG	Nissan Chile	0.3		0.25	1
10	9	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
11	10	Mediabrand	Sin Delantal Mexico, DIAN Colombia, Bolsa Mercantil Colombia	0.1		0.07	4
12=	11=	Dentsu Media		0.0		0.00	0
12=	11=	Zenith		0.0		0.00	0
14	11=	Vizeum		0.0	Letgo App (OLX) Argentina	-0.36	0
15	14	MEC		0.0	OLX Peru	-0.63	0
16	15	Starcom		0.0	Avon Mexico	-0.79	0
17	16	Mediacom	Coca-Cola Mexico, Comfama Colombia, El M Uruguay, Alea Restaurant Company Mexico	5.7	Volkswagen Global	-24.27	13
						27.80	149

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.

