

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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-	9=	DPZ&T	Petrobras Brazil	4.0		4.00	1
1-	-	Propeg	Petrobras Brazil	4.0		4.00	1
3	-	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
4	1	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Molinos Argentina	1.8		1.80	4
5-	2=	DDB	BBVA Colombia, Protección Colombia	1.6		1.60	2
5-	2=	Leo Burnett	Walmart Argentina, Bradesco Brazil	1.6		1.60	2
7	4=	BBDO	Procolombia Colombia, Grupo CMG (Maiza, Bola Roja and Sol de Oro) Mexico	1.5		1.50	2
8-	9=	FCB	Galderma Brazil, Navent Argentina	0.9		0.90	2
8-	7=	Ogilvy	Telhanorte Brazil	0.9		0.90	2
10-	33	Carlos y Dario	AB InBev (Paceña) Bolivia	0.6		0.60	1
10-	9=	Publicis	Bradesco Brazil	0.6		0.60	1
12-	39	Cheil	Timberland Mexico	0.5		0.50	1
12-	9=	Geometry	Coors Light Colombia	0.5		0.50	1
12-	4=	Gowland Publicidad	Columbia Argentina	0.5		0.50	1
12-	9=	Grey Group	BGH (Beko) Argentina	0.5		0.50	1
12-	4=	Ponce	Swift Argentina	0.5		0.50	1
12-	-	Saatchi & Saatchi	Autocity Argentina	0.5		0.50	1
12-	-	Sparkling	Ventura Entertainment Mexico	0.5		0.50	1
19	7=	Almacén	Pampa Energía Argentina	0.4		0.40	1
20	25	VML	GoDaddy (Brazil, Mexico), Autofin Mexico	0.3		0.30	3
						23.70	32



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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=	Mediacom	Fonterra Chile, Mazda Colombia, Bayer AG Chile	0.8		0.80	3
3	3=	OMD	Avianca Colombia, Heartland - Splenda LatAm	0.6		0.55	2
4	-	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.40	1
5	2	Havas Media	Farmacity Argentina, Laboratorios Ballerina Chile	0.2		0.21	2
6=	3=	BPN		0.0		0.00	0
6=	3=	Carat		0.0		0.00	0
6=	3=	Dentsu Media		0.0		0.00	0
6=	3=	MEC		0.0		0.00	0
6=	3=	Mediabrand		0.0		0.00	0
6=	3=	PHD		0.0		0.00	0
6=	3=	Starcom		0.0		0.00	0
6=	3=	Universal McCann		0.0		0.00	0
6=	3=	Vizeum		0.0		0.00	0
6=	3=	Zenith		0.0		0.00	0
16	3=	Maxus		0.0	Bayer AG Chile	-0.05	0
17	-	Initiative		0.0	Fonterra Chile	-0.66	0
						4.55	14

### 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](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.

