

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 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	27	Talent Marcel	Claro mobile Brazil	10.0		10.00	1
2	8=	Publicis	Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	1.7		1.70	3
3	-	Revolution	Salfer Brazil, Eletroshopping Brazil, Tanyx Brazil	1.4		1.40	3
4	3	CP+B	B.blend Brazil, Bravecto Brazil	1.0		1.00	2
5	16	Geometry	Fogón Colombia, Universidad de los Andes Colombia	0.9		0.90	2
6	21	Mullen Lowe	Smart Fit Brazil	0.6		0.60	1
7-	24	FCB	O Estado de S. Paulo Brazil	0.5		0.50	1
7-	36	DM9DDB	Easy Taxi Brazil	0.5		0.50	1
7-	-	Nextperience	Reebok Argentina	0.5		0.50	1
10	-	Visual Latina	Whirlpool LATAM	0.2		0.20	1
11-	2	J Walter Thompson		0.0		0.00	0
11-	4	Y&R		0.0		0.00	0
11-	5	Wieden & Kennedy		0.0		0.00	0
11-	6	Africa		0.0		0.00	0
11-	7	TBWA		0.0		0.00	0
11-	8=	Cheil		0.0		0.00	0
11-	10	Grey Group		0.0		0.00	0
11-	11	BBDO		0.0		0.00	0
11-	12	Don		0.0		0.00	0
20	1	Ogilvy		0.0	Claro mobile Brazil	-10.00	0
						7.30	16



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 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	3	PHD	Bayer Mexico, Old Navy Mexico	1.8		1.80	2
2	13	OMD	Walgreens-Boots Mexico & Chile	0.5		0.50	2
3	1	Initiative	BMW Mexico, Sherwin Williams Mexico, ONPE Peru	0.4		0.38	9
4	4	Mediacom	Huawei Peru, Derco Peru	0.3		0.31	2
5	5	Universal McCann	Fontur Colombia,	0.1		0.12	3
6	16	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
7-	2	Starcom MediaVest		0.0		0.00	0
7-	6	Vizeum		0.0		0.00	0
7-	7	BPN		0.0		0.00	0
7-	8	Carat		0.0		0.00	0
7-	9	Mindshare		0.0		0.00	0
7-	10	Dentsu Media		0.0		0.00	0
7-	11	Reprise		0.0		0.00	0
7-	12	MEC		0.0		0.00	0
7-	14	Havas Media		0.0		0.00	0
7-	15	ZenithOptimedia		0.0		0.00	0
						3.21	19

### 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.