



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 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	-	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Molinos Argentina	1.8		1.80	4
2-	-	DDB	BBVA Colombia	1.0		1.00	1
2-	-	Leo Burnett	Walmart Argentina	1.0		1.00	1
4-	-	BBDO	Procolombia Colombia	0.5		0.50	1
4-	-	Ponce	Swift Argentina	0.5		0.50	1
4-	-	Gowland Publicidad	Columbia Argentina	0.5		0.50	1
7-	-	Almacén	Pampa Energía Argentina	0.4		0.40	1
7-	-	Ogilvy	Telhanorte Brazil	0.4		0.40	1
9-	-	Publicis		0.0		0.00	0
9-	-	Niña		0.0		0.00	0
9-	-	Mullen Lowe		0.0		0.00	0
9-	-	Grey Group		0.0		0.00	0
9-	-	BETC		0.0		0.00	0
9-	-	Talent Marcel		0.0		0.00	0
9-	-	McGarryBowen		0.0		0.00	0
9-	-	FCB		0.0		0.00	0
9-	-	CP+B		0.0		0.00	0
9-	-	Geometry		0.0		0.00	0
9-	-	DPZ&T		0.0		0.00	0
9-	-	Y&R		0.0		0.00	0
						6.10	11

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 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	-	Mindshare	Telecom Argentina	2.5		2.50	1
2	-	Havas Media	Farmacity Argentina	0.1		0.10	1
3=	-	PHD		0.0		0.00	0
3=	-	OMD		0.0		0.00	0
3=	-	Universal McCann		0.0		0.00	0
3=	-	Initiative		0.0		0.00	0
3=	-	Carat		0.0		0.00	0
3=	-	BPN		0.0		0.00	0
3=	-	Maxus		0.0		0.00	0
3=	-	Mediabrand		0.0		0.00	0
3=	-	Dentsu Media		0.0		0.00	0
3=	-	Zenith		0.0		0.00	0
3=	-	Vizeum		0.0		0.00	0
3=	-	MEC		0.0		0.00	0
3=	-	Starcom		0.0		0.00	0
3=	-	Mediacom		0.0		0.00	0
						2.60	2

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.

