

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	10.0		10.00	1
2	2	Mullen Lowe	Fox+ y Fox Play LATAM, Smart Fit Brazil, Lenovo LATAM, Personal Argentina	4.2	Subway Brazil	3.70	4
3	3=	FCB	Whirlpool LATAM, Serasa Consumidor Brazil, Bissú Cosméticos Mexico	3.5	Gruppo Campari Brand Brazil	3.00	6
4-	3=	CP+B	B.blend Brazil, Bravecto Brazil, Diageo Project	3.0		3.00	3
4-	3=	Grey Group	GSK Global, CMR Falabella Argentina, Avianca Brazil	3.0		3.00	3
6	6	Publicis	Carrefour Brazil, Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	2.7		2.70	4
7	7	DPZ&T	Wine.com.br Brazil, McDonald's LATAM Project	2.5		2.50	2
8	8	LOV	Philips(Digital) LATAM	2.0		2.00	1
9	11=	Geometry	Fogón Colombia, Universidad de los Andes Colombia	1.9		1.90	4
10	9	BBDO	Farmacity Argentina, Aerolíneas Argentina	1.8		1.80	3
11-	10	VML	Nespresso(Digital) Brazil, Raizen y Shell(Digital) Brazil	1.5		1.50	2
11-	23	DDB	Easy Taxi Brazil, Puma Energy Global	1.5		1.50	2
13	11=	Revolution	Salfer Brazil, Eletroshopping Brazil, Tanyx Brazil	1.4		1.40	3
14	13	Niña	Temaiken Argentina, La Nación Argentina, Fiat(Digital) Argentina	1.3		1.30	3
15-	14=	J Walter Thompson	Personal Argentina	1.0		1.00	1
15-	14=	TBWA	McDonald's Argentina	1.0		1.00	1
15-	14=	Amo	Foxtan Brazil, Banco de Alimentos Brazil	1.0		1.00	2
15-	14=	Y&R	Televisión Nacional de Chile	1.0		1.00	1
15-	14=	Carlos y Dario	AXION energy Argentina	1.0		1.00	1
15-	14=	Jüssi	Rede(Digital) Brazil, Ambev(Digital) Brazil	1.0		1.00	2
						45.30	49



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	31.8		31.80	3
2	2	Havas Media	CTI Argentina Project, Banco Patagonia Argentina, Qubit LATAM	3.8		3.79	8
3	6	Mindshare	FMCG Client	2.8		2.82	19
4	3	Carat	BRF Argentina	1.5		1.50	1
5	4	Initiative	Monte de Piedad Mexico, Gobierno Chile	1.2	Farmacias Ahumada SA Chile	1.02	22
6	5	OMD	Walgreens-Boots Mexico & Chile, De Gari Mexico	0.5		0.50	2
7	7	Mediabrand	Sin Delantal Mexico, DIAN Colombia, Bolsa Mercantil Colombia	0.4		0.36	9
8	8	BPN	Smar Fit Mexico	0.3		0.35	6
9	9	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
10	10	Universal McCann	Go Pro Mexico, Pernod Richard Chile, Santa Rita(Digital) Chile	0.2	Perez y Villa Colombia	0.05	10
11-	11=	Vizeum		0.0		0.00	0
11-	11=	Dentsu Media		0.0		0.00	0
11-	11=	MEC		0.0		0.00	0
11-	11=	Zenith		0.0		0.00	0
15	15	Starcom		0.0	Pfizer Mexico	-0.45	0
16	16	Mediacom	El M Uruguay, Xiaomi Uruguay, Delichips Uruguay	3.5	Volkswagen Global	-26.54	8
						15.30	89

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.