

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	DDB	Avianca Global, Ambev Brazil, Hotels.com LatAm	7.2		7.20	8
2	2	MullenLowe Group	KFC Paraguay, Pizza Hut Paraguay, Hyundai Colombia	7.0		7.00	18
3-	3=	DPZ&T	Petrobras Brazil	4.0		4.00	1
3-	3=	Propeg	Petrobras Brazil	4.0		4.00	1
5	5	BBDO	San Rafael (Sigma Alimentos) Mexico, Procolombia Colombia, La Virginia Argentina	3.8		3.80	6
6	6	Grey Group	Wingo LatAm, BGH (Beko) Argentina, Pantene LatAm, Gallo Snacks Argentina	3.3		3.30	4
7	7	Leo Burnett	AB InBev Colombia, Walmart Argentina, Bradesco Brazil, Fiat Brazil Digital	3.4	Jeep Brazil Digital	2.90	5
8	8	J Walter Thompson	FMCG Client	6.6	Raízen Brazil	2.72	22
9	9	Made	Amazon Mexico, Campbell's (Splash and V8)	2.3		2.30	2
10	10	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirlpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
11-	11	Sparkling	Ventura Entertainment Mexico, Levité (Bonafont) Mexico Digital	1.8		1.80	3
11-	12	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Banco Supervielle(ATL, BTL) Argentina	2.3	Empresas Publicas de Medellín Colombia	1.80	5
13	13	Ogilvy	Telhanorte Brazil, Leão (Coca-Cola) Brazil	1.2		1.20	3
14	17	FCB	Galderma Brazil, Navent Argentina	1.1		1.10	3
15-	14	Saatchi & Saatchi	Autocity Argentina, Raízen Brazil	1.0		1.00	2
15-	15	Archer Troy	Scribe	1.0		1.00	1
15-	16	Liquid Thread	Cerealitas (Digital)	1.0		1.00	1
18	18	Almacén	Kärcher LatAm, Pampa Energía Argentina	0.9		0.90	2
19-	28	Hello_	Santa Clara Mexico, KFC(ATL) Mexico	0.8		0.80	2
19-	29	Santo	Brahma Argentina, Yogurísimo Argentina	0.8		0.80	2
						61.14	126

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	2	Mindshare	Sanofi Global, Kimberly Clark Mexico, Pedidosya Argentina, Jose Cuervo Mexico	13.2		13.25	31
2	1	Mediacom	PSA Group Global, Walgreens Mexico & Chile, Edenred Peru	7.3		7.34	19
3	3	OMD	Carlsberg Mexico, Vespa Mexico, Prudential Seguros Argentina, Asociación de Mutuales Chile	1.5	Walgreens Co. Mexico	1.10	9
4	4	Ariadna	Red Bull Peru & Colombia	0.5		0.50	1
5	5	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.40	1
6	6	Havas Media	Farmacity Argentina, Laboratorios Ballerina Chile	0.2		0.21	2
7	7	PHD	Yanbal Mexico	0.0		0.02	1
8=	8=	BPN		0.0		0.00	0
8=	8=	dentsu X		0.0		0.00	0
8=	8=	Mediabrand		0.0		0.00	0
8=	8=	Starcom		0.0		0.00	0
8=	8=	Universal McCann		0.0		0.00	0
13	13	MEC		0.0	Bayer AG Chile	-0.05	0
14	14	Carat		0.0	Salvat Mexico	-0.13	0
15	15	Vizeum		0.0	PedidosYa Argentina	-0.53	0
16	17	Initiative		0.0	Fonterra Chile	-0.66	0
17	16	Zenith		0.0	Sanofi Global	-7.40	0
						13.80	64

### 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.