

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / June 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	6.9		6.90	7
2	2	MullenLowe Group	Hyundai Colombia, Banco Itaú Colombia, ETB Colombia	6.5		6.50	16
3	3=	DPZ&T	Petrobras Brazil	4.0		4.00	1
4	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	5=	Grey Group	Wingo LatAm, BGH (Beko) Argentina, Pantene LatAm, Gallo Snacks Argentina	3.3		3.30	4
7	10	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	7	Made	Amazon Mexico, Campbell's (Splash and V8)	2.3		2.30	2
10	9	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirlpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
11	16	Sparkling	Ventura Entertainment Mexico, Levité (Bonafont) Mexico Digital	1.8		1.80	3
12	11	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Banco Supervielle(ATL, BTL) Argentina	2.3	Empresas Publicas de Medellín Colombia	1.80	5
13	12	Ogilvy	Telhanorte Brazil, Leão (Coca-Cola) Brazil	1.2		1.20	3
14	13	Saatchi & Saatchi	Autocity Argentina, Raízen Brazil	1.0		1.00	2
15	-	Archer Troy	Scribe	1.0		1.00	1
16	-	Liquid Thread	Cerealitas (Digital)	1.0		1.00	1
17	14=	FCB	Galderma Brazil, Navent Argentina	0.9		0.90	2
18	14=	Almacén	Kärcher LatAm, Pampa Energía Argentina	0.9		0.90	2
19	30	VML	GoDaddy (Brazil, Mexico), Autofin Mexico	0.7		0.71	6
20	17=	Carlos y Dario	AB InBev (Paceña) Bolivia	0.6		0.60	1
						51.24	113

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / June 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	Mediacom	PSA Group Global, Colpatria/ScotiaBank Colombia, Davivienda Banking Co. Colombia	6.5		6.53	10
2	1	Mindshare	Kimberly Clark Mexico, Pedidosya Argentina, Jose Cuervo Mexico	5.4		5.40	15
3	3	OMD	Carlsberg Mexico, Vespa Mexico, Prudential Seguros Argentina, Asociación de Mutuales Chile	1.5		1.45	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=	7=	BPN		0.0		0.00	0
8=	7=	dentsu X		0.0		0.00	0
8=	7=	Mediabrand		0.0		0.00	0
8=	7=	Starcom		0.0		0.00	0
8=	7=	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	-0.20	0
16	16	Zenith		0.0	Toyocosta Ecuador	-0.40	0
17	17	Initiative		0.0	Fonterra Chile	-0.66	0
						12.82	39

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.