

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 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	5=	DDB	Ambev Brazil, Empresas Publicas de Medellín Colombia, Hotels.com LatAm	4.6		4.60	5
2-	1=	DPZ&T	Petrobras Brazil	4.0		4.00	1
2-	1=	Propeg	Petrobras Brazil	4.0		4.00	1
4	12=	Grey Group	BGH (Beko) Argentina, Pantene LatAm, Gallo Snacks Argentina	3.0		3.00	3
5-	3	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirlpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
5-	7	BBDO	Procolombia Colombia, La Virginia Argentina	2.0		2.00	3
7	4	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Banco Supervielle(ATL, BTL) Argentina	2.3	Empresas Publicas de Medellín Colombia	1.80	5
8	5=	Leo Burnett	Walmart Argentina, Bradesco Brazil, Fiat Brazil Digital	2.1	Jeep Brazil Digital	1.60	3
9	-	Mullen Lowe	AkzoNobel dec paints Global	1.5		1.50	1
10	12=	Saatchi & Saatchi	Autocity Argentina, Raízen (Shell Brazil) Brazil	1.0		1.00	2
11-	8=	FCB	Galderma Brazil, Navent Argentina	0.9		0.90	2
11-	8=	Ogilvy	Telhanorte Brazil	0.9		0.90	2
11-	19	Almacén	Kärcher LatAm, Pampa Energía Argentina	0.9		0.90	2
14-	10=	Carlos y Dario	AB InBev (Paceña) Bolivia	0.6		0.60	1
14-	10=	Publicis	Bradesco Brazil	0.6		0.60	1
16-	12=	Cheil	Timberland Mexico	0.5		0.50	1
16-	12=	Geometry	Coors Light Colombia	0.5		0.50	1
16-	12=	Gowland Publicidad	Columbia Argentina	0.5		0.50	1
16-	12=	Ponce	Swift Argentina	0.5		0.50	1
16-	12=	Sparkling	Ventura Entertainment Mexico	0.5		0.50	1
						31.90	40

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 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	Mindshare	Grupo Telecom Argentina, Jaguar Land Rover Colombia, Mabe Peru	3.3		3.30	6
2	2	Mediacom	Brand USA Mexico&Brazil, Salvat Mexico, Ilusione Inmobiliaria Peru	1.3		1.28	7
3	3	OMD	Avianca Colombia, Heartland - Splenda LatAm, Grupo Credicorp Peru	0.8		0.80	3
4	4	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.40	1
5	5	Havas Media	Farmacity Argentina, Laboratorios Ballerina Chile	0.2		0.21	2
6=	6=	BPN		0.0		0.00	0
6=	6=	Dentsu Media		0.0		0.00	0
6=	6=	MEC		0.0		0.00	0
6=	6=	Mediabrand		0.0		0.00	0
6=	6=	PHD		0.0		0.00	0
6=	6=	Starcom		0.0		0.00	0
6=	6=	Universal McCann		0.0		0.00	0
6=	6=	Vizeum		0.0		0.00	0
6=	6=	Zenith		0.0		0.00	0
16	16	Maxus		0.0	Bayer AG Chile	-0.05	0
17	6=	Carat		0.0	Salvat Mexico	-0.13	0
18	17	Initiative		0.0	Fonterra Chile	-0.66	0
						5.15	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 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.

