

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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	9=	CP+B	B.blend Brazil, Bravecto Brazil, Diageo Project	3.0		3.00	3
5	4	Publicis	Carrefour Brazil, Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	2.7		2.70	4
6	5	DPZ&T	McDonald's Project, Wine.com Brazil, Wine.com.br Brazil, McDonald's LATAM Project	2.5		2.50	2
7	22	BBDO	Farmacity Argentina, Aerolíneas Argentina	1.8		1.80	3
8	6	VML	Nespresso(Digital) Brazil, Raizen y Shell(Digital) Brazil	1.5		1.50	2
9	7	Revolution	Salfer Brazil, Eletroshopping Brazil, Tanyx Brazil	1.4		1.40	3
10	8	Niña	Temaiken Argentina, La Nación Argentina, Fiat(Digital) Argentina	1.3		1.30	3
11-	9=	TBWA	McDonald's Argentina	1.0		1.00	1
11-	9=	Amo	Foxtan Brazil, Banco de Alimentos Brazil	1.0		1.00	2
11-	9=	Y&R	Televisión Nacional de Chile	1.0		1.00	1
11-	9=	Carlos y Dario	AXION energy Argentina	1.0		1.00	1
15-	14	Geometry	Fogón Colombia, Universidad de los Andes Colombia	0.9		0.90	2
15-	-	Bombay	Hoteles Karisma Mexico, Cider Strongbow Mexico, Mondelez Brands Mexico	0.9		0.90	3
17	15=	Artplan	Gruppo Campari Brand Brazil, Etna Brazil	0.8		0.80	2
18-	15=	Nextperience	Reebok Argentina	0.5		0.50	1
18-	15=	DDB	Easy Taxi Brazil	0.5		0.50	1
18-	15=	Menta Propaganda	Polaris Indian Motorcycle	0.5		0.50	1
						39.00	46

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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	3	PHD	Volkswagen Global, Bayer Mexico, Old Navy Mexico	31.8		31.80	3
2	2	Havas Media	PepsiCo (Digital), AXION energy Argentina, Qubit Argentina Project	3.2		3.22	5
3	9=	Carat	BRF Argentina	1.5		1.50	1
4	5	Initiative	Monte de Piedad Mexico, Gobierno Chile	1.2	Farmacias Ahumada SA Chile	1.02	22
5	4	OMD	Walgreens-Boots Mexico & Chile, De Gari Mexico	0.5		0.50	2
6	8	BPN	Smar Fit Mexico	0.3		0.35	6
7	7	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
8	6	Universal McCann	Go Pro Mexico, Pernod Richard Chile, Santa Rita(Digital) Chile	0.2	Perez y Villa Colombia	0.05	10
9	9=	Vizeum		0.0		0.00	0
10	9=	Mindshare		0.0		0.00	0
11	9=	Dentsu Media		0.0		0.00	0
12	9=	Reprise		0.0		0.00	0
13	9=	MEC		0.0		0.00	0
14	9=	Zenith		0.0		0.00	0
15	16	Starcom		0.0	Pfizer Mexico	-0.45	0
16	1	Mediacom	Sony Electronics Project, Derco Peru, Cablemas Telecomunicaciones Mexico	3.3	Volkswagen Global	-26.74	4
						11.34	54

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.