

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 2018

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	J Walter Thompson	Itau Brazil, L'Oreal Brazil, Samsung Brazil	16.9	Vindi Costa Rica	16.44	28
2	2	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	11.45	1
3	3	TBWA	CVC Brazil, McDonald's Argentina, Uruguay, Venezuela, Puerto Rico	5.4		5.40	2
4	5=	DDB	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	3.5	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	3.50	6
5	4	Havas Worldwide	Lab Ballerina Chile, Consalud Chile, Telefonica Chile	2.6		2.55	3
6	18	Ogilvy	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.4	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.40	4
7	5=	Proximity	DirectTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
8	7	McCann WorldGroup	SBT Brazil, Nespresso Chile (Shopper, BTL, Digital)	1.3		1.30	4
9=	8=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
9=	8=	Herezie	Dasani water LATAM	1.0		1.00	1
9=	14=	Y&R	Miller Argentina, Santander Brazil	1.0		1.00	2
9=	37	Artplan	Electrolux LATAM	1.0		1.00	1
13	11	Rapp	Puma Argentina Digital, Chicco Colombia Digital	0.8		0.80	2
14=	12=	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
14=	12=	Merci Buenos Aires	Red Bull Argentina Digital, Mercado Libre Argentina	0.6		0.60	2
16=	8=	Talent Marcel	Oreo (Mondelēz International) Brazil Digital	1.0	Santander Brazil	0.50	1
16=	14=	Don	Pim Argentina	0.5		0.50	1
16=	14=	David	Banco ABC Brazil	0.5		0.50	1
16=	14=	Tanque Group	Google Mexico & Colombia	0.5		0.50	1
16=	-	Lupe	Automaq Paraguay	0.5		0.50	1
						32.57	51



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 2018

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	PHD	HSBC Global, Expedia Mexico, Yanbal Mexico, Clover Brand Honduras	2.6		2.57	9
2	1	Spark Foundry	Marriott Global	2.3		2.33	1
3	3	Initiative	CMPC LATAM, Volaris Mexico, Toyota Argentina, Warner Bros. Mexico	2.0		1.97	8
4	4	Havas Media	Abbott Chile, Día% Argentina	0.7		0.65	2
5	2	OMD	Indulac Ecuador, Kimberly Clark Mexico, G500 Mexico, BANCO DE MACHALA Ecuador	1.3	CMPC LATAM	0.53	8
6=	6	Publicis Groupe	Campbell Soup Global	0.5		0.50	1
6=	-	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
8	7	MediaCom	Groupe PSA Chile, GrandVision Chile	0.4		0.35	4
9	8	SapientRazorfish	Marriott Global	0.3		0.30	1
10=	9=	BPN		0.0		0.00	0
10=	9=	dentsu X		0.0		0.00	0
10=	9=	Mediabrand		0.0		0.00	0
10=	9=	Universal McCann		0.0		0.00	0
10=	9=	Carat		0.0		0.00	0
15	16	Starcom		0.0	Abbott Chile	-0.30	0
16	9=	Mindshare		0.0	HSBC Global	-2.00	0
17	17	Wavemaker	Formula 1 Global	0.1	Marriott Global	-3.08	1
						3.81	32

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.