

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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	Multiplus LATAM, Construdecor LATAM, Sky LATAM, Itau Brazil	25.7	Vindi Costa Rica	25.19	50
2	3	McCann WorldGroup	Banco do Brasil Brazil, Universidad Estácio de Sá Brazil, General Motors Brazil	12.4		12.39	10
3	2	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	10.45	1
4	4	TBWA	Personal Paraguay, Banco Itaú Paraguay, Fireball Cinnamon Whisky Paraguay	6.7		6.70	6
5	5	DDB	OLX Brazil, Parque Mundo Aventura Colombia, Manicho Ecuador	4.5	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	4.50	7
6	6	Havas Worldwide	Lab Ballerina Chile, Colpensiones and Enfagrow (Mead Johnson) Colombia	3.1		3.05	4
7	7	Ogilvy	Hasbro Brazil, Diageo Colombia, Tigo Colombia, Toyota Colombia	2.9	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.90	5
8	8	Wieden & Kennedy	Facebook Brazil, Dr. Consulta Brazil	2.4		2.40	3
9=	9	Kingdom	Unilever Mexico	2.0		2.00	1
9=	14=	R/GA	Sem Parar Brazil, Sancor Seguros Argentina	2.0		2.00	3
11	10	Y&R	Plusbelle LATAM, Dulcolax, Allegra, Enterogermina (Sanofi) Argentina, Miller Argentina	1.8		1.80	4
12	11	Proximity	DirecTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
13	12	MullenLowe Group	Bahlsen Global, Cervecería Nacional Ecuador	1.8		1.30	2
14	13	Rapp	Puma Argentina Digital, Chicco Colombia Digital, Banco Comafi Argentina Digital	1.2		1.20	3
15=	14=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
15=	14=	Herezie	Dasani water LATAM	1.0		1.00	1
17=	18=	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
17=	18=	Merci Buenos Aires	Red Bull Argentina Digital, Mercado Libre Argentina	0.6		0.60	2
17=	40	FCB	Cruzeiro do Sul Educacional Brasil	0.6		0.60	1
20	14=	Artplan	Electrolux LATAM	1.0		0.50	1
						84.32	143

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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	MediaCom	Mars Global, Groupe PSA Chile, GrandVision Chile	12.6	Productos Ramo Colombia	12.43	8
2	2	Spark Foundry	Mondelez LATAM, Marriott Global, Lenovo Global	5.8		5.83	3
3	3	Havas Media	Danone Mexico, Roshfrans Mexico, GERENCIANET PAGAMENTOS DO BRASIL Brazil	4.9	Caja los Andes Chile	4.80	16
4	4	Initiative	Lunigo (San Cristobal Cia de seguros) Argentina Retained , UPC Peru, PLUSPETROL Peru	3.0		3.00	14
5	5	PHD	HSBC Global, Expedia Mexico, Yanbal Mexico, Clover Brand Honduras	2.8		2.51	11
6	6	OMD	SONY PICTURE Ecuador, Conectium Venezuela Project, Nirsa Ecuador	1.8	CMPC LATAM	1.02	13
7	7	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
8	8	SapientRazorfish	Marriott Global	0.3		0.30	1
9-	9=	Publicis Groupe		0.0		0.00	0
9-	9=	BPN		0.0		0.00	0
9-	9=	dentsu X		0.0		0.00	0
9-	9=	Mediabrand		0.0		0.00	0
9-	9=	Universal McCann		0.0		0.00	0
14	14	Carat		0.0	adidas Global Buying	-1.50	0
15	15	Mindshare		0.0	HSBC Argentina	-2.21	0
16	16	Starcom	Campbell Soup	0.5	Mars Global Buying	-2.30	1
17	17	Wavemaker	Formula 1 Global	0.1	Roshfrans Mexico	-3.26	1
						21.17	71

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.