

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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, Totto Global	8.5		8.50	10
2	2	MullenLowe Group	KFC Paraguay, Pizza Hut Paraguay, Hyundai Colombia	7.0		7.00	18
3	4	Ogilvy	Axion Energy Argentina, Petz Brazil, BMW Brazil, Toyota Colombia, LG Mexico (Digital & Social)	5.6		5.60	9
4	3	J Walter Thompson	FMCG Client	9.3	Raízen Brazil	5.37	44
5	5	Propeg	Petrobras Brazil	4.0		4.00	1
6	6	BBDO	San Rafael (Sigma Alimentos) Mexico, Procolombia Colombia, La Virginia Argentina	3.8		3.80	6
7	23	Almacén	Grido Heladerías Argentina, Honda Argentina, Kärcher LatAm, Pampa Energía Argentina	3.4		3.40	4
8	7	Grey Group	Wingo LatAm, BGH (Beko) Argentina, Pantene LatAm, Gallo Snacks Argentina	3.3		3.30	4
9	12	McCann WorldGroup	Pizza Hut LATAM, Grupo Algar Brazil, Sodimac Brazil	3.6	Empresas Publicas de Medellín Colombia	3.10	7
10	8	DPZ&T	Petrobras Brazil	4.0	BMW Brazil	3.00	1
11	9	Leo Burnett	AB InBev Colombia, Walmart Argentina, Bradesco Brazil, Fiat Brazil Digital	3.4	Jeep Brazil Digital	2.90	5
12	11	Made	Sol, Carta Blanca Mexico, Amazon Mexico, Campbell's (Splash and V8)	2.8		2.80	3
13	10	Havas Worldwide	GPA Brazil, eQlibri Brazil, Ministerio de Salud de Colombia	2.4		2.40	5
14	13	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirlpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
15	14	Wieden & Kennedy	Disney LatAm, Delta Brazil & Mexico, Babbel Brazil	1.9		1.90	4
16	14=	Sparkling	Ventura Entertainment Mexico, Levit é (Bonafont) Mexico Digital	1.8		1.80	3
17	14=	Hello_	Santa Clara Mexico, KFC(ATL) Mexico	1.8		1.80	3
18	17	VML	GoDaddy (Brazil, Mexico), Autofin Mexico	1.7		1.71	7
19	18	FCB	Galderma Brazil, Navent Argentina	1.6		1.60	4
20	19	Saatchi & Saatchi	Autocity Argentina, Raízen Brazil	1.5		1.50	3
						85.78	186

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	MediaCom	Rotter & Krauss Chile, Fitness 24/7 Colombia, Rotter & Krauss (GrandVision) Chile	30.7		30.65	38
2	2	Mindshare	Belcorp Peru, Sanofi Global, Kimberly Clark Mexico, Pedidosya Argentina	13.4		13.41	32
3	3	Starcom	AB InBev Colombia, Peru and Ecuador	10.0		10.00	1
4	4	OMD	Mall Like You Venezuela, Pepsico Beverages Argentina Digital	3.7	Walgreens Co. Mexico	3.39	19
5	5	Havas Media	Musimundo Argentina, Laboratorios Chopo Mexico, Aerolineas Argentinas	2.0	Rimac Seguros Peru	1.82	6
6	6	Ariadna	Red Bull Peru & Colombia	0.5		0.50	1
7	7	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.40	1
8-	8=	BPN		0.0		0.00	0
8-	8=	dentsu X		0.0		0.00	0
8-	8=	Mediabrand		0.0		0.00	0
8-	8=	Universal McCann		0.0		0.00	0
12	12	Wavemaker		0.0	Bayer AG Chile	-0.05	0
13	13	Carat		0.0	Rotter & Krauss Chile	-0.37	0
14	14	Vizeum		0.0	PedidosYa Argentina	-0.53	0
15	15	Initiative		0.0	Fonterra Chile	-0.66	0
16	16	PHD	ARSA Argentina, Electrofit/Laboratorios PISA El Salvador, Altess (Jabones) EL Salvador Project	0.5	Bayer AG Mexico	-1.02	7
17	17	Zenith		0.0	Sanofi Global	-7.40	0
						49.91	105

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.