

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	Compre Alugue Agora LATAM, Oi-Oi LATAM, MSD LATAM, Parana Banco LATAM	30.3	Vindi Costa Rica	29.84	75
2	2	BBDO	AmBev Brazil, Ford Global	30.5		18.50	21
3	3	McCann WorldGroup	Banco do Brasil Brazil, Universidad Estácio de Sá Brazil, General Motors Brazil	12.4		12.39	10
4	4	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	10.45	1
5	5	TBWA	Personal Paraguay, Banco Itaú Paraguay, Fireball Cinnamon Whisky Paraguay	6.7		6.70	6
6	11	Isobar	Electronic merchant	4.6		4.60	31
7	6	DDB	OLX Brazil, Parque Mundo Aventura Colombia, Manicho Ecuador	4.5	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	4.50	7
8	14=	FCB	Grupo Modelo Mexico, Leroy Merlin Brazil, Gomes de Costa Brasil, Cruzeiro do Sul Educacional Brasil	3.5		3.50	4
9	7	Havas Worldwide	Lab Ballerina Chile, Colpensiones and Enfagrow (Mead Johnson) Colombia	3.1		3.05	4
10	8	Ogilvy	Hasbro Brazil, Diageo Colombia, Tigo Colombia, Toyota Colombia	2.9	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.90	5
11	9	Wieden & Kennedy	Facebook Brazil, Dr. Consulta Brazil	2.4		2.40	3
12	10	VMLY&R	L'OCCITANE Brazil, Reckitt Benkiser Brazil, The Aprendice Brazil, Plusbelle LATAM	2.2		2.17	11
13-	12=	Kingdom	Unilever Mexico	2.0		2.00	1
13-	12=	R/GA	Sem Parar Brazil, Sancor Seguros Argentina	2.0		2.00	3
15	14=	Proximity	DirectTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
16	16	MullenLowe Group	Bahlsen Global, Cervecería Nacional Ecuador	1.8		1.30	2
17	17	Rapp	Fuma Argentina Digital, Chicco Colombia Digital, Banco Comafi Argentina Digital	1.2		1.20	3
18	18	Don	Krachitos Snacks Argentina, Arcor Argentina, Pim Argentina	1.1		1.10	3
19-	19=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
19-	19=	Herezie	Dasani water LATAM	1.0		1.00	1
						118.69	210

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	Starcom	Coca Cola LATAM, Campbell Soup	15.5	Mars Global Buying	12.70	2
2	2	MediaCom	Mars Global, Groupe PSA Chile, GrandVision Chile	12.6	Productos Ramo Colombia	12.43	8
3	3	Havas Media	CIRSA Mexico, Pernod Ricard Mexico, Roshfrans Mexico, Natura LATAM, AFP Plan Vital Chile	9.1	Caja los Andes Chile	8.98	26
4	4	Spark Foundry	Mondelez LATAM, Marriott Global, Lenovo Global	5.8		5.83	3
5	5	OMD	Aeropuertos Argentina 2000 ARGENTINA, Daimler Global, SONY PICTURE Ecuador, Conectium Venezuela Project	6.1	Intel Global	3.82	25
6	6	PHD	Delta Air Lines Global, GRUPO FAMILIA Dominican Republic, LÓ REAL Dominican Republic, HSBC Global, Expedia Mexico	3.8		3.54	13
7	7	Initiative	Lunigo (San Cristobal Cia de seguros) Argentina Retained , UPC Peru, PLUSPETROL Peru	3.0		3.00	14
8	8	Dentsu Aegis Network	Intel Global	2.2		2.15	3
9	9	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
10	10	SapientRazorfish	Marriott Global	0.3		0.30	1
11-	11=	Publicis Groupe		0.0		0.00	0
11-	11=	BPN		0.0		0.00	0
11-	11=	dentsu X		0.0		0.00	0
11-	11=	Mediabrand		0.0		0.00	0
11-	11=	Universal McCann		0.0		0.00	0
16	16	Carat		0.0	Parque Cementerio Dominican Republic	-1.50	0
17	17	Wavemaker	Formula 1 Global	0.1	Roshfrans Mexico	-3.26	1
18	18	Mindshare		0.0	American Express Global	-4.21	0
						44.32	99

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.