



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 2019

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-	2	Isobar	Boehringer Brazil	0.5		0.5	1
1-	1	BBDO	Grupo Posadas Lat Am Project	0.5		0.5	1
1-	3	Humo Rojo	Pirelli Argentina	0.5		0.5	1
1-	-	Wunderman Thompson	Tuenti	0.5		0.5	1
5	12	VMLY&R	Boehringer	0.3		0.3	1
						2.3	5



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 2019

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	Initiative	GRUPO VILASECA Ecuador, Laboratorio SPEFAR Uruguay Project, SOLUBLES INSTANTANEOS Ecuador, hisense Mexico	0.5		0.5	7
2	2	Havas Media	Compensar Colombia project	0.0		0.0	1
						0.5	8

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.