

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 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	29	Publicis	Mercedes-Benz Global	12.0		12.00	1
2-	-	Talent Marcel	Oreo (Mondelēz International) Brazil Digital	1.0		1.00	1
2-	-	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
2-	-	Herezie	Dasani water LATAM	1.0		1.00	1
5	4	J Walter Thompson	Internet Client	0.8		0.83	11
6	-	Y&R	Miller Argentina	0.5		0.50	1
7-	3	Ogilvy	Canadian Tourism Commission Mexico	0.4		0.40	1
7-	9	McCann WorldGroup	SBT Brazil	0.4		0.40	1
7-	52	TBWA	CVC Brazil	0.4		0.40	1
10-	1	DDB		0.0		0.00	0
10-	2	MullenLowe Group		0.0		0.00	0
10-	5	Propeg		0.0		0.00	0
10-	7	Almacén		0.0		0.00	0
10-	8	Grey Group		0.0		0.00	0
10-	10	DPZ&T		0.0		0.00	0
10-	11	Leo Burnett		0.0		0.00	0
10-	12	Made		0.0		0.00	0
10-	13	Havas Worldwide		0.0		0.00	0
10-	14	EOU-MRM		0.0		0.00	0
10-	15	Wieden & Kennedy		0.0		0.00	0
						5.53	19

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 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	Groupe PSA Chile, GrandVision Chile	0.4		0.35	4
2	16	PHD	Expedia Mexico, Yanbal Mexico, Clover Brand Honduras	0.3		0.32	7
3	5	Havas Media	Abbott Chile	0.3		0.30	1
4	4	OMD	CNHI Argentina, Invensica Venezuela, Cines Unidos Venezuela	0.1		0.08	3
5	12	Wavemaker	Formula 1 Global	0.1		0.05	1
6-	2	Mindshare		0.0		0.00	0
6-	6	Ariadna		0.0		0.00	0
6-	7	Ignis Media Agency		0.0		0.00	0
6-	8=	BPN		0.0		0.00	0
6-	8=	dentsu X		0.0		0.00	0
6-	8=	Mediabrand		0.0		0.00	0
6-	8=	Universal McCann		0.0		0.00	0
6-	13	Carat		0.0		0.00	0
6-	14	Vizeum		0.0		0.00	0
6-	15	Initiative		0.0		0.00	0
6-	17	Zenith		0.0		0.00	0
6-	3	Starcom		0.0	Abbott Chile	-0.30	0
						0.79	16

### 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.