

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	Itau Brazil, L'Oreal Brazil, Samsung Brazil	24.3	Vindi Costa Rica	23.77	44
2	2	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	11.45	1
3	4	McCann WorldGroup	Banco do Brasil Brazil, Universidad Estácio de Sá Brazil, General Motors Brazil	10.9		10.89	10
4	3	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
10	13=	Y&R	Plusbelle LATAM, Dulcolax, Allegra, Enterogermina (Sanofi) Argentina, Miller Argentina	1.8		1.80	4
11	10	Proximity	DirectTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
12	11	MullenLowe Group	Bahlsen Global, Cervecería Nacional Ecuador	1.8		1.30	2
13	12	Rapp	Puma Argentina Digital, Chicco Colombia Digital, Banco Comafi Argentina Digital	1.2		1.20	3
14-	13=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
14-	13=	Herezie	Dasani water LATAM	1.0		1.00	1
14-	13=	Artplan	Electrolux LATAM	1.0		1.00	1
14-	13=	R/GA	Sancor Seguros Argentina	1.0		1.00	2
18-	18=	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
18-	18=	Merci Buenos Aires	Red Bull Argentina Digital, Mercado Libre Argentina	0.6		0.60	2
20	20	Talent Marcel	Oreo (Mondeléz International) Brazil Digital	1.0	Santander Brazil	0.50	1
						81.05	131

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	9	MediaCom	Mars Global, Groupe PSA Chile, GrandVision Chile	8.1	Productos Ramo Colombia	7.93	8
2	2	Spark Foundry	Mondelez LATAM, Marriott Global, Lenovo Global	5.8		5.83	3
3	1	Havas Media	Danone Mexico, Roshfrans Mexico, GERENCIANET PAGAMENTOS DO BRASIL Brazil	4.9	Caja los Andes Chile	4.80	16
4	3=	Initiative	UPC Peru, PLUSPETROL Peru, CMPC LATAM, Caja los Andes Chile	3.0		3.00	13
5	3=	PHD	HSBC Global, Expedia Mexico, Yanbal Mexico, Clover Brand Honduras	2.6		2.31	10
6	5	OMD	SONY PICTURE Ecuador, Conectium Venezuela Project, Nirsa Ecuador	1.8	CMPC LATAM	1.02	13
7	6	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
8	7	SapientRazorfish	Marriott Global	0.3		0.30	1
9-	10=	Publicis Groupe		0.0		0.00	0
9-	10=	BPN		0.0		0.00	0
9-	10=	dentsu X		0.0		0.00	0
9-	10=	Mediabrand		0.0		0.00	0
9-	10=	Universal McCann		0.0		0.00	0
14	10=	Carat		0.0	adidas Global Buying	-1.50	0
15	16	Mindshare		0.0	HSBC Global	-2.00	0
16	8	Starcom	Campbell Soup	0.5	Mars Global Buying	-2.30	1
17	17	Wavemaker	Formula 1 Global	0.1	Roshfrans Mexico	-3.26	1
						16.67	69

### 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.