



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 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	2	J Walter Thompson	Itau Brazil, L'Oreal Brazil, Samsung Brazil	12.9		12.87	21
2	1	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	11.45	1
3	3	TBWA	CVC Brazil, McDonald's Argentina, Uruguay, Venezuela, Puerto Rico	5.4		5.40	2
4	4	Havas Worldwide	Lab Ballerina Chile, Consalud Chile, Telefonica Chile	2.6		2.55	3
5=	15=	DDB	Poker and Pilsen Callao (AB-InBev) Colombia & Peru, Hisense Mexico	1.5		1.50	2
5=	-	Proximity	DirectTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
7	8	McCann WorldGroup	SBT Brazil, Nespresso Chile (Shopper, BTL, Digital)	1.3		1.30	4
8=	5=	Talent Marcel	Oreo (Mondelēz International) Brazil Digital	1.0		1.00	1
8=	5=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
8=	5=	Herezie	Dasani water LATAM	1.0		1.00	1
11	-	Rapp	Puma Argentina Digital, Chicco Colombia Digital	0.8		0.80	2
12=	9	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
12=	12=	Merci Buenos Aires	Red Bull Argentina Digital, Mercado Libre Argentina	0.6		0.60	2
14=	10	Y&R	Miller Argentina	0.5		0.50	1
14=	33	Don	Pim Argentina	0.5		0.50	1
14=	-	David	Banco ABC Brasil Brazil	0.5		0.50	1
14=	-	Tanque Group	Google Mexico & Colombia	0.5		0.50	1
18	11	Ogilvy	Canadian Tourism Commission Mexico	0.4		0.40	1
19=	12=	MullenLowe Group	Cervecería Nacional Ecuador	0.3		0.30	1
19=	12=	Cuatro Coronas	Nivea(BTL) Argentina	0.3		0.30	1
						32.57	51



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 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	Spark Foundry	Marriott Global	2.3		2.33	1
2	2	OMD	Kimberly Clark Mexico, G500 Mexico, BANCO DE MACHALA Ecuador	1.3		1.28	7
3	-	Initiative	Volaris Mexico, Toyota Argentina, Warner Bros. Mexico	1.2		1.22	7
4	3	Havas Media	Abbott Chile, Día% Argentina	0.7		0.65	2
5	4	PHD	Expedia Mexico, Yanbal Mexico, Clover Brand Honduras, YPF Argentina	0.6		0.57	8
6	5	Publicis Groupe	Campbell Soup Global	0.5		0.50	1
7	6	MediaCom	Groupe PSA Chile, GrandVision Chile	0.4		0.35	4
8	7	SapientRazorfish	Marriott Global	0.3		0.30	1
9=	8=	Mindshare		0.0		0.00	0
9=	8=	Ariadna		0.0		0.00	0
9=	8=	BPN		0.0		0.00	0
9=	8=	dentsu X		0.0		0.00	0
9=	8=	Mediabrand		0.0		0.00	0
9=	8=	Universal McCann		0.0		0.00	0
9=	8=	Carat		0.0		0.00	0
16	16	Starcom		0.0	Abbott Chile	-0.30	0
17	17	Wavemaker	Formula 1 Global	0.1	Marriott Global	-3.08	1
						3.81	32

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.