

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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	20.3	Vindi Costa Rica	19.82	39
2	2	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	11.45	1
3	3	TBWA	Personal Paraguay, Banco Itaú Paraguay, Fireball Cinnamon Whisky Paraguay	6.7		6.70	6
4	8	McCann WorldGroup	General Motors Brazil, L'Oreal Paris Brazil Digital,	4.3		4.30	6
5	4	DDB	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	3.5	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	3.50	6
6	5	Havas Worldwide	Lab Ballerina Chile, Colpensiones and Enfagrow (Mead Johnson) Colombia	3.1		3.05	4
7	6	Ogilvy	Hasbro Brazil, Diageo Colombia, Tigo Colombia, Toyota Colombia	2.9	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.90	5
8	21	Wieden & Kennedy	Facebook Brazil, Dr. Consulta Brazil	2.4		2.40	3
9	7	Proximity	DirectTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
10	13	Rapp	Puma Argentina Digital, Chicco Colombia Digital, Banco Comafi Argentina Digital	1.2		1.20	3
11=	9=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
11=	9=	Herezie	Dasani water LATAM	1.0		1.00	1
13	9=	Y&R	Miller Argentina, Santander Brazil	1.0		1.00	2
14	9=	Artplan	Electrolux LATAM	1.0		1.00	1
15=	14=	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
15=	14=	Merci Buenos Aires	Red Bull Argentina Digital, Mercado Libre Argentina	0.6		0.60	2
17=	16=	Talent Marcel	Oreo (Mondelēz International) Brazil Digital	1.0	Santander Brazil	0.50	1
17=	16=	Don	Pim Argentina	0.5		0.50	1
17=	16=	David	Banco ABC Brazil	0.5		0.50	1
17=	16=	Tanque Group	Google Mexico & Colombia	0.5		0.50	1
						61.72	110



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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	4	Havas Media	Claro Colombia Digital, Pullmantur Latam, Phillips Colombia Digital	3.2		3.23	12
2	2	Spark Foundry	Marriott Global	2.3		2.33	1
3=	3	Initiative	CMPC LATAM, Volaris Mexico, Toyota Argentina, Warner Bros. Mexico	2.3		2.27	9
3=	1	PHD	HSBC Global, Expedia Mexico, Yanbal Mexico, Clover Brand Honduras	2.6		2.27	9
5	5	OMD	Conectium Venezuela Project, Nirsa Ecuador, Alpargatas Colombia	1.7	CMPC LATAM	0.98	12
6	6=	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
7	9	SapientRazorfish	Marriott Global	0.3		0.30	1
8	15	Starcom	Campbell Soup	0.5	Abbott Chile	0.20	1
9	8	MediaCom	Groupe PSA Chile, GrandVision Chile	0.4	Productos Ramo Colombia	0.18	4
10=	6=	Publicis Groupe		0.0		0.00	0
10=	10=	BPN		0.0		0.00	0
10=	10=	dentsu X		0.0		0.00	0
10=	10=	Mediabrand		0.0		0.00	0
10=	10=	Universal McCann		0.0		0.00	0
10=	10=	Carat		0.0		0.00	0
16	16	Mindshare		0.0	HSBC Global	-2.00	0
17	17	Wavemaker	Formula 1 Global	0.1	Marriott Global	-3.08	1
						7.21	53

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.