

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	Parana Banco LATAM, Primax LATAM, Compre e Alugue LATAM, Multiplus LATAM, Construdecor LATAM	29.7	Vindi Costa Rica	29.16	71
2	2	BBDO	Ford Global	29.5		17.50	20
3	3	McCann WorldGroup	Banco do Brasil Brazil, Universidad Estácio de Sá Brazil, General Motors Brazil	12.4		12.39	10
4	4	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	10.45	1
5	5	TBWA	Personal Paraguay, Banco Itaú Paraguay, Fireball Cinnamon Whisky Paraguay	6.7		6.70	6
6	6	DDB	OLX Brazil, Parque Mundo Aventura Colombia, Manicho Ecuador	4.5	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	4.50	7
7	7	Havas Worldwide	Lab Ballerina Chile, Colpensiones and Enfagrow (Mead Johnson) Colombia	3.1		3.05	4
8	8	Ogilvy	Hasbro Brazil, Diageo Colombia, Tigo Colombia, Toyota Colombia	2.9	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.90	5
9	9	Wieden & Kennedy	Facebook Brazil, Dr. Consulta Brazil	2.4		2.40	3
10-	10=	Isobar	Electronic merchant	2.1		2.11	21
10-	10=	VMLY&R	Plusbelle LATAM, Dulcolax, Allegra, Enterogermina (Sanofi) Argentina, Miller Argentina	2.1		2.05	8
12-	12=	Kingdom	Unilever Mexico	2.0		2.00	1
12-	12=	R/GA	Sem Parar Brazil, Sancor Seguros Argentina	2.0		2.00	3
14	14	Proximity	DirecTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
15	15	MullenLowe Group	Bahlsen Global, Cervecería Nacional Ecuador	1.8		1.30	2
16	16	Rapp	Puma Argentina Digital, Chicco Colombia Digital, Banco Comafi Argentina Digital	1.2		1.20	3
17-	17=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
17-	17=	Herezie	Dasani water LATAM	1.0		1.00	1
17-	17=	FCB	Gomes de Costa Brasil, Cruzeiro do Sul Educacional Brasil	1.0		1.00	2
20	20	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
						110.80	187



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	Mars Global, Groupe PSA Chile, GrandVision Chile	12.6	Productos Ramo Colombia	12.43	8
2	2	Havas Media	Pernod Ricard Mexico, AFP Plan Vital Chile, Cirsa Mexico, Danone Mexico	6.2	Caja los Andes Chile	6.13	20
3	3	Spark Foundry	Mondelez LATAM, Marriott Global, Lenovo Global	5.8		5.83	3
4	13	OMD	Daimler Global, SONY PICTURE Ecuador, Conectium Venezuela Project, Nirsa Ecuador	5.9	Intel Global	3.66	24
5	4	PHD	GRUPO FAMILIA Dominican Republic, LÓREAL Dominican Republic, HSBC Global, Expedia	3.8		3.54	13
6	5	Initiative	Lunigo (San Cristobal Cia de seguros) Argentina Retained , UPC Peru, PLUSPETROL Peru	3.0		3.00	14
7	8=	Dentsu Aegis Network	Intel Global	1.5		1.50	1
8	6	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
9	7	SapientRazorfish	Marriott Global	0.3		0.30	1
10=	8=	Publicis Groupe		0.0		0.00	0
10=	8=	BPN		0.0		0.00	0
10=	8=	dentsu X		0.0		0.00	0
10=	8=	Mediabrand		0.0		0.00	0
10=	8=	Universal McCann		0.0		0.00	0
15	14	Carat		0.0	Parque Cementerio Dominican Republic	-1.50	0
16	15	Starcom	Campbell Soup	0.5	Mars Global Buying	-2.30	1
17	16	Wavemaker	Formula 1 Global	0.1	Roshfrans Mexico	-3.26	1
18	17	Mindshare		0.0	American Express Global	-4.21	0
						27.16	90

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.