

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 2017

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	DDB	Avianca Global, Ambev Brazil, Hotels.com LatAm, Totto Global	7.5		7.50	9
2	2	MullenLowe Group	KFC Paraguay, Pizza Hut Paraguay, Hyundai Colombia	7.0		7.00	18
3	3	J Walter Thompson	FMCG Client	8.8	Raízen Brazil	4.86	38
4-	4=	DPZ&T	Petrobras Brazil	4.0		4.00	1
4-	4=	Propeg	Petrobras Brazil	4.0		4.00	1
6	6	BBDO	San Rafael (Sigma Alimentos) Mexico, Procolombia Colombia, La Virginia Argentina	3.8		3.80	6
7	7	Grey Group	Wingo LatAm, BGH (Beko) Argentina, Pantene LatAm, Gallo Snacks Argentina	3.3		3.30	4
8	8	Leo Burnett	AB InBev Colombia, Walmart Argentina, Bradesco Brazil, Fiat Brazil Digital	3.4	Jeep Brazil Digital	2.90	5
9	9	Made	Amazon Mexico, Campbell's (Splash and V8)	2.3		2.30	2
10	13	Ogilvy	LG Mexico (Digital & Social), Telhanorte Brazil, Leão (Coca-Cola) Brazil	2.2		2.20	4
11	10	EOU-MRM	Pão de Açúcar (Digital) Brazil, Whirlpool (Brastemp) Brazil, Extra (Digital) Brazil	2.0		2.00	3
11-	11=	Sparkling	Ventura Entertainment Mexico, Levité (Bonafont) Mexico Digital	1.8		1.80	3
11-	11=	McCann WorldGroup	Grupo Algar Brazil, Sodimac Brazil, Banco Supervielle(ATL, BTL) Argentina	2.3	Empresas Publicas de Medellín Colombia	1.80	5
14	14	FCB	Galderma Brazil, Navent Argentina	1.1		1.10	3
15-	15=	Saatchi & Saatchi	Autocity Argentina, Raízen Brazil	1.0		1.00	2
15-	15=	Archer Troy	Scribe	1.0		1.00	1
15-	15=	Liquid Thread	Cerealitas (Digital)	1.0		1.00	1
18	18	Almacén	Kärcher LatAm, Pampa Energía Argentina	0.9		0.90	2
19-	19=	Hello_	Santa Clara Mexico, KFC(ATL) Mexico	0.8		0.80	2
19-	19=	Santo	Brahma Argentina, Yogurísimo Argentina	0.8		0.80	2
						66.67	149

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 2017

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	Mediacom	AB InBev LATAM(6+ Markets), Fierro Group Peru, Ban Bif Peru	29.5		29.51	30
2	1	Mindshare	Belcorp Peru, Sanofi Global, Kimberly Clark Mexico, Pedidosya Argentina	13.4		13.41	32
3	7=	Starcom	AB InBev Colombia, Peru and Ecuador	10.0		10.00	1
4	3	OMD	CNHi Argentina, Invesica Venezuela, Cines Unidos Venezuela	2.6	Walgreens Co. Mexico	2.25	13
5	4	Havas Media	Farmacity Argentina, Laboratorios Ballerina Chile, Nacion Servicios Argentina Project	0.7		0.71	3
6	5	Ariadna	Red Bull Peru & Colombia	0.5		0.50	1
7	6	Ignis Media Agency	Maped Argentina & Paraguay	0.4		0.40	1
8=	7=	BPN		0.0		0.00	0
8=	7=	dentsu X		0.0		0.00	0
8=	7=	Mediabrand		0.0		0.00	0
8=	7=	Universal McCann		0.0		0.00	0
12	12	Wavemaker		0.0	Bayer AG Chile	-0.05	0
13	13	Carat		0.0	Salvat Mexico	-0.13	0
14	14	Vizeum		0.0	PedidosYa Argentina	-0.53	0
15	15	Initiative		0.0	Fonterra Chile	-0.66	0
16	16	PHD	Yanbal Mexico	0.2	Bayer AG Mexico	-1.29	2
17	17	Zenith		0.0	Sanofi Global	-7.40	0
						46.49	83

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.