

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	Multiplus LATAM, Construdecor LATAM, Sky LATAM, Itau Brazil	25.7	Vindi Costa Rica	25.19	50
2	33	BBDO	Ford Global	29.5		17.50	20
3	2	McCann WorldGroup	Banco do Brasil Brazil, Universidad Estácio de Sá Brazil, General Motors Brazil	12.4		12.39	10
4	3	Publicis	Mercedes-Benz Global	12.0	Telefonica Chile	10.45	1
5	4	TBWA	Personal Paraguay, Banco Itaú Paraguay, Fireball Cinnamon Whisky Paraguay	6.7		6.70	6
6	5	DDB	OLX Brazil, Parque Mundo Aventura Colombia, Manicho Ecuador	4.5	Manicho Ecuador, Beiersdorf Ecuador, Los Andes Ecuador	4.50	7
7	6	Havas Worldwide	Lab Ballerina Chile, Colpensiones and Enfagrow (Mead Johnson) Colombia	3.1		3.05	4
8	7	Ogilvy	Hasbro Brazil, Diageo Colombia, Tigo Colombia, Toyota Colombia	2.9	Diageo Colombia, Tigo Colombia, Toyota Colombia	2.90	5
9	8	Wieden & Kennedy	Facebook Brazil, Dr. Consulta Brazil	2.4		2.40	3
10	11	VMLY&R	Plusbelle LATAM, Dulcolax, Allegra, Enterogermina (Sanofi) Argentina, Miller Argentina	2.1		2.05	8
11-	9=	Kingdom	Unilever Mexico	2.0		2.00	1
11-	9=	R/GA	Sem Parar Brazil, Sancor Seguros Argentina	2.0		2.00	3
13	12	Proximity	DirecTV Latam Digital, Honda Colombia Digital,	1.5		1.50	2
14	13	MullenLowe Group	Bahlsen Global, Cervecería Nacional Ecuador	1.8		1.30	2
15	14	Rapp	Puma Argentina Digital, Chicco Colombia Digital, Banco Comafi Argentina Digital	1.2		1.20	3
16-	15=	Publicis.Sapient	Carrefour Global Digital	1.0		1.00	1
16-	15=	Herezie	Dasani water LATAM	1.0		1.00	1
16-	17=	FCB	Gomes de Costa Brasil, Cruzeiro do Sul Educacional Brasil	1.0		1.00	2
19	17=	Geometry	Puma (Digital & Social) Mexico, CAPAC Panama	0.6		0.60	2
20	17=	Merci Buenos Aires	Red Bull Argentina Digital, Mercado Libre Argentina	0.6		0.60	2
						104.72	145

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	3	Havas Media	Pernod Ricard Mexico, AFP Plan Vital Chile, Cirsas Mexico, Danone Mexico	6.2	Caja los Andes Chile	6.13	20
3	2	Spark Foundry	Mondelez LATAM, Marriott Global, Lenovo Global	5.8		5.83	3
4	5	PHD	L'ORÉAL Dominican Republic, HSBC Global, Expedia Mexico, Yanbal Mexico	3.8		3.51	12
5	4	Initiative	Lunigo ( San Cristobal Cia de seguros) Argentina Retained , UPC Peru, PLUSPETROL Peru	3.0		3.00	14
6	7	Arena Media	Molinos Río de la Plata Argentina, Jumbo & Disco Argentina Digital,	0.5		0.50	2
7	8	SapientRazorfish	Marriott Global	0.3		0.30	1
8-	9=	Publicis Groupe		0.0		0.00	0
8-	9=	BPN		0.0		0.00	0
8-	9=	dentsu X		0.0		0.00	0
8-	9=	Mediabrand		0.0		0.00	0
8-	9=	Universal McCann		0.0		0.00	0
13	6	OMD	SONY PICTURE Ecuador, Conectium Venezuela Project, Nirsa Ecuador	1.8	Intel Global	-0.48	13
14	14	Carat		0.0	adidas Global Buying	-1.50	0
15	16	Starcom	Campbell Soup	0.5	Mars Global Buying	-2.30	1
16	17	Wavemaker	Formula 1 Global	0.1	Roshfrans Mexico	-3.26	1
17	15	Mindshare		0.0	American Express Global	-4.21	0
						21.50	77

### 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.