

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 2015

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	Ogilvy	Aeroméxico Mexico, Tecate Mexico, Paramount Pictures Brazil	11.5		11.52	80
2	2	J Walter Thompson	Coca-Cola Brazil, Cargill Brazil, Coppertone Brazil, Alfa Colombia	7.6		7.60	8
3	3	Y&R	BIC LATAM, Turner Argentina, InkaFarma Peru, SMU Chile, Transbank Chile	5.2		5.20	12
4	4	CP+B	AB Inbev (Stella Artois) Brazil, General Mills (Yoki Mais Vita) Brazil	4.0		4.00	4
5	5	Wieden & Kennedy	Skol Brazil, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	3.6		3.60	6
6	6	Publicis	Renault Chile, Ninho Brazil, Passatempo Brazil	3.0		3.00	3
7	7	Grey Group	Sky Airlines Chile, Gas Natural Fenosa LATAM, Suburbia Mexico	2.6		2.60	5
8=	8=	Latin3	PayPal LATAM, Under Armour Central America	2.0		2.00	2
8=	8=	Dedo	Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM	2.0		2.00	3
8=	8=	Don	Nextel Mexico, Fibercorp Argentina	2.0		2.00	2
11	11	TBWA	El Portón Mexico, Vips Mexico, Clinica Alemana Chile	2.0	PZ Cussons	1.80	3
12	13	Proximity	Banco Falabella (Digital) Colombia, Dolcegusto (Digital) Colombia, GSK (Digital) Colombia	1.6		1.62	6
14=	14=	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.50	2
14=	14=	Shackleton	Kidzania Chile, América Solidaria(digital) Chile	1.5		1.50	2
14=	14=	Mullen Lowe	Gorostiaga Automóviles Paraguay, Yogolatte Paraguay	1.5		1.50	4
14=	-	Why	Opposite, Foster, Newén Maqui	1.5		1.50	3
17	24	FCB	Caliente Interactive, Communication Council, Church & Dwight	1.3		1.30	3
18	12	F.biz	Nescafé Dolce Gusto Brazil, Claro Mexico	1.5	Pernod Ricard Brazil	1.20	2
19=	18=	Africa	Unimed-Rio Brazil	1.0		1.00	1
19=	18=	Beker	Banco Santander Mexico	1.0		1.00	1
						57.44	152



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 2015

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	Starcom MediaVest	Walmart Mexico, Visa LATAM, Citigroup LATAM, Mondelez LATAM	22.3		22.25	4
2	1	Initiative	BMW, Soriana Mexico, SAB Miller Peru, Alcatel LATAM, Monomeros Colombia	15.6	Trading Fashion Line Peru	15.54	25
3	3	PHD	SC Johnson(buying) LATAM, Unilever(Search) LATAM	11.5		11.50	4
4	4	Mediacom	Pernod Ricard Mexico, Football Album Brazil, FAM Digital Brazil	7.0		7.04	20
5	8	Universal McCann	Coca-Cola Regional, Subway (Digital) Chile, Dentix Colombia, FMCali Colombia	5.0	Coca-Cola Ecuador	4.42	26
6	5	BPN	Constructora Colpatria Colombia, CCU-Ecusa Chile, Propais Colombia	1.2		1.22	5
7	6	Carat	Farmacias del Ahorro Mexico, Dentix Mexico	0.8		0.80	2
8	7	Havas Media	Intercorp Peru, Tricot Chile, Adidas Brazil, Jumex Mexico, Cinepolis Mexico	5.6	AB Inbev Mexico	0.59	8
9	9	Vizeum	PedidosYa Argentina	0.3		0.25	1
10	10	Mindshare	General Mills LATAM	4.1	Intercorp Peru	0.19	1
11	11	Dentsu Media	Omron LATAM	0.0		0.03	1
12	12	Reprise		0.0	Intraway Argentina	-0.07	0
13	13	MEC	ABB(Digital) Argentina, MABE Argentina, AT&T Mexico, GE Argentina	2.0	Citigroup LATAM	-0.25	4
14	14	OMD	Diageo Mexico, Diageo Colombia, Tigo Colombia	2.5	Visa LATAM	-1.50	3
15	15	ZenithOptimedia	BASF LATAM	0.3	Molinos Argentina	-4.86	1
16	16	Maxus	My Urban, ESSEN, Little Caesars Mexico	1.4	SC Johnson(buying) LATAM	-8.10	5
						49.05	110

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 months using data supplied by 26 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 for clients across the region.

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