

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 2016

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	Talent Marcel	Claro Mobile Brazil, Tang Brazil	10.5		10.50	2
2	2	Grey Group	CMR Falabella Chile, Bodegas Nieto Senetiner Argentina, Avianca Brazil	3.8		3.80	5
3	3	Mullen Lowe	Fox+ y Fox Play LATAM, Smart Fit Brazil, Lenovo LATAM, Personal Argentina	4.2	Subway Brazil	3.70	4
4-	4	FCB	Whirlpool LATAM, Serasa Consumidor Brazil, Bissú Cosméticos Mexico	3.5	Gruppo Campari Brand Brazil	3.00	6
4-	5	CP+B	B.blend Brazil, Bravecto Brazil, Diageo Project	3.0		3.00	3
6	6	Publicis	Carrefour Brazil, Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	2.7		2.70	4
7-	7	DPZ&T	Wine.com.br Brazil, McDonald's LATAM Project	2.5		2.50	2
7-	8	Y&R	LG Electronics Brazil, Televisión Nacional de Chile, HRU Uruguay	2.5		2.50	3
9	9	LOV	Philips(Digital) LATAM	2.0		2.00	1
10	10	R/GA	Nike Sportswear(Digital) Brazil	2.0		2.00	1
11	11	Geometry	Fogón Colombia, Universidad de los Andes Colombia	1.9		1.90	4
12	12	BBDO	Farmacity Argentina, Aerolíneas Argentina	1.8		1.80	3
13	13	Markham & Stein	Porsche Latam,	1.7		1.70	1
14-	14	VML	Nespresso(Digital) Brazil, Raizen y Shell(Digital) Brazil	1.5		1.50	2
14-	15	DDB	Easy Taxi Brazil, Puma Energy Global	1.5		1.50	2
14-	16	Niña	Temaiken Argentina, La Nación Argentina, Lee Argentina	1.5		1.50	4
14-	17	Artplan	Gruppo Campari Brand Brazil, Etna Brazil, Melitta Brazil	1.5		1.50	4
18	18	Revolution	Salfer Brazil, Eletroshopping Brazil, Tanyx Brazil	1.4		1.40	3
19	19	Momentum	GNT Brazil, Sky(BTL) Brazil	1.2		1.20	2
20	20	J Walter Thompson	Personal Argentina	1.0		1.00	1
						50.70	57



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 2016

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	PHD	Volkswagen Global, Bayer Mexico, Old Navy Mexico	31.8		31.80	3
2	3	Mindshare	The Weather Channel Mexico, Abbott Mexico, Letgo App Argentina	5.3		5.29	29
3	2	Havas Media	La Costeña Mexico, USIL Peru, SCA Brazil	4.2		3.98	11
4	10	Universal McCann	J&J Colombia, GoPro Mexico, GoPro Mexico	2.1	Perez y Villa Colombia	1.85	34
5-	5	Initiative	Monte de Piedad Mexico, Gobierno Chile, LATAM Miami/Uruguay/Ecuador	1.7	Farmacias Ahumada SA Chile	1.47	28
5-	4	Carat	BRF Argentina	1.5		1.47	1
7	6	OMD	Walgreens-Boots Mexico & Chile, De Gari Mexico	0.5		0.50	2
8	8	BPN	Smar Fit Mexico, Clarins Mexico, Banco Corpbanca Colombia	0.3		0.29	5
9	9	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
10	7	Mediabrand	Sin Delantal Mexico, DIAN Colombia, Bolsa Mercantil Colombia	0.1		0.07	2
11-	11=	Vizeum		0.0		0.00	0
11-	11=	Dentsu Media		0.0		0.00	0
11-	11=	Zenith		0.0		0.00	0
14	11=	MEC		0.0	OLX Peru	-0.63	0
15	15	Starcom		0.0	Avon Mexico	-0.79	0
16	16	Mediacom	El M Uruguay, Xiaomi Uruguay, Delichips Uruguay, Grupo Vital Peru	3.5	Volkswagen Global	-26.49	9
						18.92	125

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.