

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 2019

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	Nestlé Coffee Peru, 3 Corações Brazil, GERU Brazil, Impala Brazil	6.4		6.4	7
2	5	Isobar	Boehringer Brazil, Comex Mexico, Fomento Economico Mexico Project, Coca Cola Mexico Project	4.6		4.6	27
3	2	Digitas	Mondelez Global, Walmart Argentina Digital	3.5		3.5	2
4-	3	R/GA	YPF Argentina, Sura Seguros Argentina, Infobae Argentina	3.0		3.0	3
4-	4	Wieden + Kennedy	Sprite Brazil, C&A Brazil	3.0		3.0	2
6	6	FCB	Yoki Brazil, FiberMais Medical Marketing Brazil, DASA Brazil	2.0		2.0	4
7	7	BBDO	Hering Brazil, Cielo Brazil, Grupo Posadas Lat Am Project	1.5		1.5	3
8	13	Leo Burnett	Fiat Brazil Social, Gulf Oil Brazil	1.4		1.4	2
9	8	VMLY&R	LG Argentina Digital, Café de Colombia Colombia, Boehringer	1.3		1.3	4
10	9	Havas Worldwide	FOREO Brazil Project, Sephora Mexico Project, Nueva Mas Vida Chile Project	1.2		1.2	3
11-	10	Gut	Mercado Libre Latam, Domino's Pizza Brazil	1.0		1.0	2
11-	11	DDB	Kibo Foods Colombia	1.0		1.0	2
11-	12	Findasense	Buffalo Wings Colombia, Vichy, La Roche-Posay (L'Oréal) Argentina	1.0		1.0	2
11-	14	Room23	Toyota Compañía Financiera de Argentina, Bimbo Latam Digital	1.0		1.0	2
11-	-	Mirum	CAOA Brazil Digital	1.0		1.0	1
16	21	Publicis	Honda Brazil	0.9		0.9	2
17-	15	Humo Rojo	Pirelli Argentina	0.5		0.5	1
17-	16	Cheil	Creditea México Mexico	0.5		0.5	1
17-	17	NINCH	Toyota Argentina	0.5		0.5	1
17-	18	Di Paola Latina	Castaño Chile	0.5		0.5	1
						42.7	92



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 2019

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	Mega Plaza Peru, eBay Mexico, Corporación Yanbal International Colombia & Ecuador	4.0		4.0	25
2	2	PHD	Alion Colombia, Mercado Libre Peru, Grupo Familia Peru, PC Factory Chile, Kia Chile	3.6		3.6	13
3	3	Havas Media	Promperu Peru, Renault Argentina, Compensar Colombia project	5.0		2.0	7
4	4	Initiative	Vende tu atuto/ Frontier Car Group, Mabe Latam, GRUPO VILASECA Ecuador, Laboratorio SPEFAR Uruguay Project	1.7	Copec Taxi Amigo Chile	1.6	18
5	-	Publicis Media	Walt Disney Company	1.5		1.5	1
6	6	Hearts & Science	Copec Taxi Amigo Chile, Sura Chile, Copec Latam Pass Chile	0.4		0.4	6
7	7	OMD	Redhat Argentina, Huawei Dominican Republic, Cinepolis Peru	0.5	Mabe LatAm	0.1	15
						9.9	85

### 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.