



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 2020

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	4	PHD	Diageo Global	2.5		2.5	1
2	1	MediaCom	Hasbro Global, Betfair Peru, Renault Ecuador, Betfair Peru Digital	1.8		1.8	7
3	2	Havas Media	Wework Argentina, Nextlot Peru, TechBan Brazil	0.7		0.7	3
4	-	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.5		0.5	1
5	-	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
6	-	OMD		0.0	Hasbro	-1.6	0
7	3	Carat	Grupo Omint Argentina Media	0.3	Diageo Global	-2.3	1
						2.1	14

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.