

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 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	1	FCB	Sky Brazil, Heineken non-alcoholic beverages Brazil	4.5		4.5	6
2	2=	BBDO	Boehringer Ingelheim (Pets) Brazil, Unilever (Pepsodent) Chile, CNN Brazil, CONMEBOL Copa América Argentina	2.5		2.5	4
3	2=	Merci	Natura Argentina, Chile, Perú, Colombia, México	2.0		2.0	1
4	6=	DPZ&T	Electrolux Latam, Ambev Brazil	2.0		2.0	2
5	4	MullenLowe Group	FMCG Company	1.0		1.0	2
6	6=	Gut	Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.0		1.0	2
7	5	Havas Worldwide	FROTEX Colombia , Embracon Brazil	0.9		0.9	2
8	6=	Mirum	Pernod Ricard Brazil Creative, Media, Digital	0.5		0.5	1
9	6=	Wunderman Thompson	Compania Nacional de Chocolates (Chocolate Corona) Colombia Creative	0.5		0.5	1
10	6=	M&C Saatchi	Yama Mexico Creative	0.5		0.5	1
11	6=	Alma	Marriott International Latam Social	0.5		0.5	1
12	6=	Porta de Chile	Banco Santander Chile Creative	0.5		0.5	1
13	6=	DDB	Kia Colombia	0.5		0.5	1
14	6=	Humo Rojo	BMW Argentina	0.5		0.5	1
15	-	Dojo	L'Oréal Brazil	0.5		0.5	1
16	-	Mayuscula	Maruchan Mexico	0.5		0.5	1
17	15	Publicis	Cusqueña Peru Creative	0.3		0.3	1
18	25	Dentsu	Total Gas Stations Brazil retail	0.1		0.1	1
						18.8	30



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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1	1	PHD	Diageo Global	2.5		2.5	1
2	2	MediaCom	Hasbro Global, Betfair Peru, Renault Ecuador, Betfair Peru Digital	1.8		1.8	7
3	8	Initiative	Santander Argentina, Falebella Peru Project	0.9		0.9	2
4	3	Havas Media	Wework Argentina, Nextlot Peru, TechBan Brazil	0.7		0.7	3
5	4	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.5		0.5	1
6	5	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
7	7	OMD		0.0	Hasbro	-1.6	0
8	9	Carat	Grupo Omint Argentina Media	0.3	Diageo Global	-2.3	1
						3.0	16

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.