

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	Mikes Hard Lemonade Global, Sky Brazil, Heineken non-alcoholic beverages Brazil	4.7		4.7	7
2	2	BBDO	Boehringer Ingelheim (Pets) Brazil, Unilever (Pepsodent) Chile, CNN Brazil, CONMEBOL Copa América Argentina	2.5		2.5	4
3	3	Merci	Natura Argentina, Chile, Perú, Colombia, México	2.0		2.0	1
4	4	DPZ&T	Electrolux Latam, Ambev Brazil	2.0		2.0	2
5	5	MullenLowe Group	Burger King Panama, Hoteles Decameron Colombia	1.4		1.4	4
6-	6	Gut	Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.0		1.0	2
6-	-	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1
8	7	Havas Worldwide	FROTEX Colombia , Embrakon Brazil	0.9		0.9	2
9	15	Dojo	L'Oréal Brazil, Orthopride Brazil Digital	0.8		0.8	2
10	31	F.Biz	Bom Pra Crédito Brazil Digital, Youse (Caixa Seguradora) Brazil Digital, Social	0.6		0.6	2
11-	8	Mirum	Pernod Ricard Brazil Creative, Media, Digital	0.5		0.5	1
11-	9	Wunderman Thompson	Compañía Nacional de Chocolates (Chocolate Corona) Colombia Creative	0.5		0.5	1
11-	10	M&C Saatchi	Yama Mexico Creative	0.5		0.5	1
11-	11	Alma	Marriott International Latam Social	0.5		0.5	1
11-	12	Porta de Chile	Banco Santander Chile Creative	0.5		0.5	1
11-	13	DDB	Kia Colombia	0.5		0.5	1
11-	14	Humo Rojo	BMW Argentina	0.5		0.5	1
11-	16	Mayuscula	Maruchan Mexico	0.5		0.5	1
11-	-	Brandwidth	The United Nations Development Program Latin America	0.5		0.5	1
20	17	Publicis	Cusqueña Peru	0.3		0.3	1
						22.4	40



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Diageo Global	2.5		2.5	1
2	2	MediaCom	Senati Peru, didi Colombia	1.1	ASW (American School Way) Colombia	1.1	9
3	8	Initiative	Qualitas Mexico Project, GEB Colombia, CONINSA Colombia	1.1		1.1	6
4	3	Havas Media	Wework Argentina, Nextlot Peru, TechBan Brazil	0.7		0.6	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	-0.8	0
8	9	Carat	Grupo Omint Argentina Media	0.3	Diageo Global	-2.3	1
						3.2	22

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.