

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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=	6=	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1	
8	8	Havas Worldwide	FROTEX Colombia , Embracon Brazil	0.9		0.9	2	
9	9	Dojo	L'Oréal Brazil, Orthopride Brazil Digital	0.8		0.8	2	
10	10	F.Biz	Bom Pra Crédito Brazil Digital, Youse (Caixa Seguradora) Brazil Digital, Social	0.6		0.6	2	
11=	11=	Mirum	Pernod Ricard Brazil Creative, Media, Digital	0.5		0.5	1	
11=	11=	Wunderman Thompson	Compañía Nacional de Chocolates (Chocolate Corona) Colombia Creative	0.5		0.5	1	
11=	11=	M&C Saatchi	Yama Mexico Creative	0.5		0.5	1	
11=	11=	Alma	Marriott International Latam Social	0.5		0.5	1	
11=	11=	Porta de Chile	Banco Santander Chile Creative	0.5		0.5	1	
11=	11=	DDB	Kia Colombia	0.5		0.5	1	
11=	11=	Humo Rojo	BMW Argentina	0.5		0.5	1	
11=	11=	Mayuscula	Maruchan Mexico	0.5		0.5	1	
11=	11=	Brandwidth	The United Nations Development Program Latin America	0.5		0.5	1	
11=	-	Cheil Worldwide	Eucerin, Curitas / Hansaplast (Beiersdorf) Digital	0.5		0.5	1	
						2020(Jan-May)	25.0	48
						2019(Jan-May)	12.5	24
						YoY Comparison:	100.4%	100.0%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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	PHD	Diageo Global	2.5		2.5	1
2	3	Initiative	Qualitas Mexico Project, GEB Colombia, COPEC Chile, UNHCR Mexico Project	1.3		1.3	8
3	2	MediaCom	Senati Peru, didi Colombia	1.1	ASW (American School Way) Colombia	1.1	9
4	4	Havas Media	Wework Argentina, Nextlot Peru, TechBan Brazil	0.7		0.6	3
5	5	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.5		0.5	1
6	6	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
7	11	Wavemaker	banco W Colombia, Manitoba Colombia, Medplus Colombia	0.1		0.1	4
8	8	Carat	Grupo Omint Argentina Media	0.3	Diageo Global	-2.3	1

2020(Jan-May)	3.5	28
2019(Jan-May)	3.0	25
YoY Comparison:	17.1%	12.0%

2020 Creative & Media (Jan-May)	4.0	29
2019 Creative & Media (Jan-May)	3.5	26
YoY Comparison:	14.6%	11.5%

### 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.