



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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	Australian Gold Brazil, SafraPay Brazil, Mikes Hard Lemonade Global, Sky Brazil	6.1		6.1	9
2	2	BBDO	Boehringer Ingelheim (Pets) Brazil, Unilever (Pepsodent) Chile, CNN Brazil, CONMEBOL Copa América Argentina	2.5		2.5	4
3	3	Humo Rojo	BMW Argentina, Kimberly-Clark Professional Latam	2.5		2.5	2
4	4	Merci	Natura Argentina, Chile, Perú, Colombia, México	2.0		2.0	1
5	5	DPZ&T	Electrolux Latam, Ambev Brazil	2.0		2.0	2
6	6	Rapp	Autocity Argentina, Eucerin Argentina Digital, Nutrique Argentina Digital	1.7		1.7	3
7	7	F.Biz	VISA Brazil, BOM FIA CREDITO Brazil Digital, Youse (Caixa Seguradora) Brazil Digital, Social	1.6		1.6	3
8	8	DDB	Kia Colombia, Zest (Unilever) Colombia	1.5		1.5	2
9	9	MullenLowe Group	Burger King Panama, Hoteles Decameron Colombia	1.4		1.4	4
10	10	Gut	Bud66 Paraguay, Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.4		1.4	3
11	11	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1
12	12	Havas Worldwide	FROTEX Colombia , Embracon Brazil	0.9		0.9	2
13	13	Dojo	L'Oréal Brazil, Orthoprime Brazil Digital	0.8		0.8	2
14	14	Mirum	Pernod Ricard Brazil Creative, Media, Digital	0.5		0.5	1
15	15	Wunderman Thompson	Compañía Nacional de Chocolates (Chocolate Corona) Colombia Creative	0.5		0.5	1
16	16	M&C Saatchi	Yama Mexico Creative	0.5		0.5	1
17	17	Alma	Marriott International Latam Social	0.5		0.5	1
18	18	Porta de Chile	Banco Santander Chile Creative	0.5		0.5	1
19	19	Mayuscula	Maruchan Mexico	0.5		0.5	1
20	20	Brandwidth	The United Nations Development Program Latin America	0.5		0.5	1

2020(Jan-Aug)	35.4	74
2019(Jan-Aug)	31.1	67
YoY Comparison:	13.6%	10.4%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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, Chedraui Mexico, Didi Mexico	4.4		4.4	1
2	2	MediaCom	Senati Peru, didi Colombia	1.6	ASW (American School Way) Colombia	1.6	14
3	3	Initiative	Platanomelón Mexico Project, Cornershop Mexico Project	1.4		1.4	9
4	5	Havas Media	Lala Administración y Control Mexico, Pitunco Colombia	1.1		0.9	3
5=	6=	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.5		0.5	1
5=	6=	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
5=	-	Trouble Maker	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5		0.5	1
8	4	Wavemaker	AFP Habitat Peru, farmalisto Mexico, Pharmacare Colombia	1.2	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5	14

2020(Jan-Aug)	5.8	49
2019(Jan-Aug)	8.9	74
YoY Comparison:	-34.4%	-33.8%

2020 Creative & Media (Jan-Aug)	6.7	51
2019 Creative & Media (Jan-Aug)	9.7	76
YoY Comparison:	-30.6%	-32.9%

### 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.