

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	18	Humo Rojo	BMW Argentina, Kimberly-Clark Professional Latam	2.5		2.5	2	
4	3	Merci	Natura Argentina, Chile, Perú, Colombia, México	2.0		2.0	1	
5	4	DPZ&T	Electrolux Latam, Ambev Brazil	2.0		2.0	2	
6	7	Rapp	Autocity Argentina, Eucerin Argentina Digital, Nutrique Argentina Digital	1.7		1.7	3	
7	11	F.Biz	visa Brazil, Bom Pra Crédito Brazil Digital, Youse (Caixa Seguradora) Brazil Digital Social	1.6		1.6	3	
8	17	DDB	Kia Colombia, Zest (Unilever) Colombia	1.5		1.5	2	
9	5	MullenLowe Group	Burger King Panama, Hoteles Decameron Colombia	1.4		1.4	4	
10	6	Gut	Bud66 Paraguay, Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.4		1.4	3	
11	8	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1	
12	9	Havas Worldwide	FROTEX Colombia , Embracon Brazil	0.9		0.9	2	
13	10	Dojo	L'Oréal Brazil, Orthopride Brazil Digital	0.8		0.8	2	
14-	12=	Mirum	Pernod Ricard Brazil Creative, Media, Digital	0.5		0.5	1	
14-	12=	Wunderman Thompson	Compañía Nacional de Chocolates (Chocolate Corona) Colombia Creative	0.5		0.5	1	
14-	12=	M&C Saatchi	Yama Mexico Creative	0.5		0.5	1	
14-	12=	Alma	Marriott International Latam Social	0.5		0.5	1	
14-	12=	Porta de Chile	Banco Santander Chile Creative	0.5		0.5	1	
14-	12=	Mayuscula	Maruchan Mexico	0.5		0.5	1	
14-	12=	Brandwidth	The United Nations Development Program Latin America	0.5		0.5	1	
						2020(Jan-Jul)	34.8	70
						2019(Jan-Jul)	22.5	43
						YoY Comparison:	54.8%	62.8%

