

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	Aché Brazil, Lévy Brazil, Australian Gold Brazil, SafraPay Brazil	8.1		8.1	11
2	3	Humo Rojo	Arístides Wines Latam, BMW Argentina, Kimberly-Clark Professional Latam	3.5		3.5	3
3	2	BBDO	Boehringer Ingelheim (Pets) Brazil, Unilever (Pepsodent) Chile, CNN Brazil, CONMEBOL Copa América Argentina	2.5		2.5	4
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	14	Mirum	Volvo Brazil Social, Pernod Ricard Brazil Creative, Media, Digital	1.5		1.5	2
10-	9	MullenLowe Group	Concha y Toro Brazil, Pirelli Brazil Project, Burger King Panama, Hoteles Decameron Colombia	1.4		1.4	6
10-	10	Gut	Bud66 Paraguay, Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.4		1.4	3
10-	29	VMLY&R	Okm Argentina, Brazil	1.4		1.4	3
13	30	Di Paola Latina	Britax Latam Digital	1.3		1.3	2
14-	11	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1
14-	-	Niña	Puma Energy Argentina, Paraguay	1.0		1.0	1
14-	-	CraveroLanis	Sidra 1888 Argentina	1.0		1.0	1
14-	-	Hoopla	Grupo Petersen Mexico Digital	1.0		1.0	1
14-	-	Fbiz	Gilead Sciences Brazil	1.0		1.0	1
14-	-	África	Qsaúde Brazil	1.0		1.0	1
20	32	Grey Group	Holcim Colombia, BOYDORR Colombia, WINGO Colombia	0.9		0.9	45

2020(Jan-Sep) 47.4 134

2019(Jan-Sep) 38.0 79

YoY Comparison: 24.7% 69.6%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	1.5		1.5	9	
4	4	Havas Media	Lala Administración y Control Mexico, Pitunco Colombia	1.1		0.9	3	
5	5=	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	5=	Trouble Maker	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5		0.5	1	
8	8	Wavemaker	AFP Habitat Peru, farmalisto Mexico, Pharmicare Colombia	1.2	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5	15	
9	17	Publicis Groupe	TikTok Brazil Media, DirecTV Latam	0.5		0.5	0	
						2020(Jan-Sep)	6.4	51
						2019(Jan-Sep)	8.9	77
						YoY Comparison:	-28.6%	-33.8%
						2020 Creative & Media (Jan-Sep)	7.8	54
						2019 Creative & Media (Jan-Sep)	10.2	79
						YoY Comparison:	-24.0%	-31.6%

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.