

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	2	Humo Rojo	Arístides Wines Latam, BMW Argentina, Kimberly-Clark Professional Latam	3.5		3.5	3
3	3	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	10=	MullenLowe Group	Agua Pura Zalva Colombia, Concha y Toro Brazil, Pirelli Brazil Project, Burger King Panama	1.9		1.9	7
7	6	Rapp	Autocity Argentina, Eucerin Argentina Digital, Nutrique Argentina Digital	1.7		1.7	3
8	7	F.Biz	Visa Brazil, Bom Pra Crédito Brazil Digital, Youse (Caixa Seguradora) Brazil Digital, Social	1.6		1.6	3
9	8	DDB	Kia Colombia, Zest (Unilever) Colombia	1.5		1.5	2
10	9	Mirum	Volvo Brazil Social, Pernod Ricard Brazil Creative, Media, Digital	1.5		1.5	2
11	10=	Gut	Bud66 Paraguay, Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.4		1.4	3
12	10=	VMLY&R	Okm Argentina, Brazil	1.4		1.4	3
13	13	Di Paola Latina	Britax Latam Digital	1.3		1.3	2
14-	20	Grey Group	99PAY Brazil Project, Winrep La Marina Ecuador, Kushki Brazil Project	1.0		1.0	49
14-	14=	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1
14-	14=	Niña	Puma Energy Argentina, Paraguay	1.0		1.0	1
14-	14=	CraveroLanis	Sidra 1888 Argentina	1.0		1.0	1
14-	14=	Hoopla	Grupo Petersen Mexico Digital	1.0		1.0	1
14-	14=	Fbiz	Gilead Sciences Brazil	1.0		1.0	1
14-	14=	África	Qsaúde Brazil	1.0		1.0	1

2020(Jan-Oct) 49.7 135

2019(Jan-Oct) 42.7 92

YoY Comparison: 16.4% 46.7%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	3
2	2	MediaCom	Carnot Mexico, shein Mexico, Senati Peru, didi Colombia	2.0	ASW (American School Way) Colombia	2.0	19
3	3	Initiative	Platanomelón Mexico Project, Cornershop Mexico Project	1.5		1.5	16
4	4	Havas Media	Lala Administración y Control Mexico, Pitunco Colombia	1.1		0.9	6
5	8	Wavemaker	Hill's Colombia, Santiago 2023 Chile, AFP Habitat Peru, farmalisto Mexico, Pharmicare Colombia	1.3	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.6	17
6	5	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.5		0.5	1
7	6	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
8	7	Trouble Maker	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5		0.5	1
9	9	Publicis Groupe	TikTok Brazil Media, DirectTV Latam	0.5		0.5	2
10	14	Spark Foundry	Kaloni Holding Group Mexico	0.2		0.2	1

2020(Jan-Oct)	7.5	75
2019(Jan-Oct)	9.9	85
YoY Comparison:	-24.5%	-11.8%
2020 Creative & Media (Jan-Oct)	8.9	78
2019 Creative & Media (Jan-Oct)	11.2	87
YoY Comparison:	-20.7%	-10.3%

### 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.