

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Nov 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	6	MullenLowe Group	Tirolez Brazil, Appian Capital Brazil, Pilsener Colombia Project	2.1		2.1	11	
5	4	Merci	Natura Argentina, Chile, Perú, Colombia, México	2.0		2.0	1	
6	5	DPZ&T	Electrolux Latam, Ambev Brazil	2.0		2.0	2	
7	7	Rapp	Autocity Argentina, Eucerin Argentina Digital, Nutrique Argentina Digital	1.7		1.7	3	
8	14=	Grey Group	Office Depot Mexico, AB InBev Argentina, Toyota/Lexus Argentina Project	1.6		1.6	52	
9	8	F.Biz	Visa Brazil, Bom Pra Crédito Brazil Digital, Youse (Caixa Seguradora) Brazil Digital, Social	1.6		1.6	3	
10	-	R/GA	YPF Argentina, Sura Argentina, Asociación de Cooperativas Argentinas C.L. Argentina	1.5		1.5	7	
11	9	DDB	Kia Colombia, Zest (Unilever) Colombia	1.5		1.5	2	
12	10	Mirum	Volvo Brazil Social, Pernod Ricard Brazil Creative, Media, Digital	1.5		1.5	2	
13	21	McCann Worldgroup	Converse LatAm	1.5		1.5	3	
14	11	Gut	Bud66 Paraguay, Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.4		1.4	3	
15	12	VMLY&R	Okm Argentina, Brazil	1.4		1.4	3	
16	13	Di Paola Latina	Britax Latam Digital	1.3		1.3	2	
17	24	Dojo	L'Oréal Brazil, Orthoprime Brazil Digital, Colorama (L'Oreal) Brazil	1.3		1.3	3	
18	14=	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1	
19	14=	Niña	Puma Energy Argentina, Paraguay	1.0		1.0	1	
20	14=	CraveroLanis	Sidra 1888 Argentina	1.0		1.0	1	
						2020(Jan-Nov)	53.0	151
						2019(Jan-Nov)	46.1	99
						YoY Comparison:	15.0%	52.5%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Nov 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	1.7		1.7	17
4	4	Havas Media	Lala Administración y Control Mexico, Pitunco Colombia	1.1		0.9	6
5	5	Wavemaker	Xiaomi Colombia, Novo Nordisk Argentina, Hill's Colombia, Santiago 2023 Chile	1.4	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.7	19
6	7	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
7	8	Trouble Maker	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5		0.5	1
8	9	Publicis Groupe	TikTok Brazil Media, DirecTV Latam	0.5		0.5	2
9	10	Spark Foundry	Kaloni Holding Group Mexico	0.2		0.2	1

2020(Jan-Nov)	1.4	79
2019(Jan-Nov)	11.4	89
YoY Comparison:	-87.4%	-11.2%

2020 Creative & Media (Jan-Nov)	2.9	81
2019 Creative & Media (Jan-Nov)	12.9	92
YoY Comparison:	-77.2%	-12.0%

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.