

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	BMW Group Mexico, Aché Brazil, Lévy Brazil, Australian Gold Brazil, SafraPay Brazil	8.9		8.9	12
2	2	Humo Rojo	Aristides Wines Latam, BMW Argentina, Kimberly-Clark Professional Latam	3.5		3.5	3
3	8	Grey Group	Banco Del Pacifico Ecuador, Laive Sa Peru, Conaprole Uruguay	3.2		3.2	56
4	3	BBDO	LG Brazil, Boehringer Ingelheim (Pets) Brazil, Unilever (Pepsodent) Chile, CNN Brazil	2.7		2.7	5
5	4	MullenLowe Group	Alsea Colombia, Fundación CardiolInfantil Colombia, Chiper Colombia Project	2.2		2.2	14
6	6	DPZ&T	Vivo Brazil Digital, Electrolux Latam, Ambev Brazil	2.1		2.1	3
7	5	Merci	Natura Argentina, Chile, Perú, Colombia, México	2.0		2.0	1
8	7	Rapp	Calidra Cefas Argentina, Chile Digital, Autocity Argentina, Eucerin Argentina Digital, Nutrique Argentina Digital	1.8		1.8	4
9	9	F.Biz	Visa Brazil, Bom Pra Crédito Brazil Digital, Youse (Caixa Seguradora) Brazil Digital, Social	1.6		1.6	3
10	10	R/GA	YPF Argentina, Sura Argentina, Asociación de Cooperativas Argentinas C.L. Argentina	1.5		1.5	7
11	11	DDB	Kia Colombia, Zest (Unilever) Colombia	1.5		1.5	2
12	12	Mirum	Volvo Brazil Social, Pernod Ricard Brazil Creative, Media, Digital	1.5		1.5	2
13	13	McCann Worldgroup	Converse LatAm	1.5		1.5	3
14	25	Havas Worldwide	Grupo Petropolis Brazil, FROTEX Colombia, Embrakon Brazil	1.5		1.5	3
15	14	Gut	Bud66 Paraguay, Mercado Pago Latam, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	1.4		1.4	3
16	15	VMLY&R	Okm Argentina, Brazil	1.4		1.4	3
17	16	Di Paola Latina	Britax Latam Digital	1.3		1.3	2
18	17	Dojo	L'Oréal Brazil, Orthopride Brazil Digital, Colorama (L'Oreal) Brazil	1.3		1.3	3
19	18	Publicis Groupe	GSK Consumer Healthcare Brazil	1.0		1.0	1
20	19	Niña	Puma Energy Argentina, Paraguay	1.0		1.0	1

2020(Jan-Dec)	56.4	165
2019(Jan-Dec)	49.3	104
YoY Comparison:	14.5%	58.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	SCRIBD Mexico, Carnot Mexico, shein Mexico, Senati Peru, didi Colombia	2.1	ASW (American School Way) Colombia	2.1	20	
3	3	Initiative	Tirolez Brazil, Platanomelón Mexico Project, Cornershop Mexico Project	1.7		1.6	18	
4	9	Spark Foundry	Essity Mexico, Kaloni Holding Group Mexico	0.8		0.8	2	
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	6	Accenture Interactive	BBVA Global Digital	0.5		0.5	1	
7	7	Trouble Maker	Asahi, Peroni, Grolsch, Urquell EMEA, Latam	0.5		0.5	1	
8	8	Publicis Groupe	TikTok Brazil Media, DirecTV Latam	0.5		0.5	2	
9	4	Havas Media	Lala Administración y Control Mexico, Pitunco Colombia	1.1	Essity Mexico	0.2	6	
10	-	Starcom	FCA Chile, Deoleo Mexico	0.7		0.2	4	
						2020(Jan-Dec)	1.6	87
						2019(Jan-Dec)	15.2	94
						YoY Comparison:	-89.6%	-7.4%
						2020 Creative & Media (Jan-Dec)	3.1	89
						2019 Creative & Media (Jan-Dec)	16.7	97
						YoY Comparison:	-81.6%	-8.2%

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.