



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 2021

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	3	Grey Group	Banco del Pacifico Ecuador, Tipti RRPP Ecuador Project, Asertec Ecuador Project	0.0		0.0	4

2021 Jan:	0.02	4
2020 Jan:	6.7	11
YoY Comparison:	-99.7%	-63.6%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 2021

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	9	Havas Media	Genomma Lab Argentina, Amil Brazil, Derco Chile	2.4	Danone Mexico Project	1.4	6
2	3	Initiative	Danone Mexico Project, Peugeot Ecuador	1.0		1.0	2
3	5	Wavemaker	Vivo Mobiles Chile	0.1		0.1	1
4	2	MediaCom	Health - shavers, beauty, haircare, multigroom, hair Clipper, baby products sub Brand Philips Avent Argentina Digital (ALL), Media Planning and Buying	0.0		0.0	1

2021 Jan:	2.3	10
2020 Jan:	0.5	4
YoY Comparison:	334.1%	150.0%
2021 Creative & Media (Jan):	2.3	14.0
2020 Creative & Media (Jan):	7.2	15
YoY Comparison:	-68.2%	-6.7%

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.