



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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	-	MullenLowe Group	Colsubsidio Corporativo Colombia, Mabe Guatemala Project, Artesanias de Colombia Project	0.4		0.4	5
2	1	Grey Group	Amazon Prime Video Mexico Project, Banco del Pacifico Ecuador, Tipti RRPP Ecuador Project	0.1		0.1	5
						2021 (Jan-Feb):	0.43 10
						2020 (Jan-feb):	14.2 23
						YoY Comparison:	-97.0% -56.5%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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	1	Havas Media	United Healthcare Brazil, Superdigital Peru, Genomma Lab Argentina, Amil Brazil, Derco Chile	2.8	Danone Mexico Project	1.8	8
2	2	Initiative	Jústo Mexico Project, Universidad Anahuac Mexico Project, Ferromex Mexico Project	1.1		1.1	7
3	3	Wavemaker	Vivo Mobiles Chile, MOLINO FLOR SUPREMA Colombia	0.1		0.1	3
4	4	MediaCom	EPM Colombia, Health – shavers, beauty, haircare, multigroom, hair Clipper, baby products sub Brand Philips Avent Argentina Digital (ALL), Media Planning and Buying	0.0		0.0	2

2021 (Jan-Feb):	2.8	20
2020 (Jan-Feb):	2.1	14
YoY Comparison:	33.9%	42.9%
2021 Creative & Media (Jan-Feb):	3.3	30.0
2020 Creative & Media (Jan-Feb):	16.3	37
YoY Comparison:	-80.0%	-18.9%

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.