



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 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	Servicio Nacional de Turismo Chile, Petropolis Brazil	3.2	Danone Mexico Project	2.2	10
2	2	Initiative	SEMM Uruguay Project, Solubles/ CBC Ecuador Project, depatitas.com Ecuador	1.1	Servicio Nacional de Turismo Chile	0.9	10
3	3	Wavemaker	BELCORP LATAM, Sadia Chile, Tiendamía Ecuador	0.9		0.9	6
4	4	MediaCom	Honor Information Technology Mexico	0.2		0.2	3
5	-	Digitas	Intercorp Peru	0.2		0.2	3
6	-	Zenith	Tigo Panama	0.1		0.1	1
7	10	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2

2021 (Jan-Mar):	4.2	35
2020 (Jan-Mar):	3.0	16
YoY Comparison:	37.6%	118.8%

2021 Creative & Media (Jan-Mar):	6.2	49.0
2020 Creative & Media (Jan-Mar):	21.8	46
YoY Comparison:	-71.8%	6.5%

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.