R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	-	Accenture Interactive	Jaguar Land Rover Global	2.0		2.0	1
2	1	Isobar	Danone Ltda. Brazil	1.7		1.7	7
3	3	MullenLowe Group	Amarilo Colombia, Bayer Mexico	0.5		0.5	8
4	2	Ogilvy	Invisalign Brazil	0.5		0.5	1
5	4	Grey Group	Wizard Publications Brazil Project, AB InBev Argentina Project	0.3		0.3	7
6	-	Havas Worldwide	Epson Brazil	0.3		0.3	1
7	-	M&C Saatchi	AON Brazil, TOYOTA México Content, MAYAKOBA México	0.1		0.1	4

2021 (Jan-Apr):	5.41	29
2020 (Jan-Apr):	22.4	40
YoY Comparison:	-75.8%	-27.5%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	-	Publicis Groupe	Stellantis Global	12.0		12.0	1
2	1	Havas Media	Godrej Chile, Sony TV Mexico, EPSON Brazil Digital	3.8	Danone Mexico Project	2.8	15
3	2	Initiative	Alsea Mexico, Subway Colombia, La Madrileña Mexico Project	1.7	Servicio Nacional de Turismo Chile	1.5	18
4	3	Wavemaker	OLX autos Colombia&Chile, REDNI Ecuador 2030 Ecuador	0.9		0.9	11
5	4	MediaCom	GBM Mexico, Aceite de España Mexico, Honor Colombia	0.6	Alsea Mexico	0.2	8
6	5	Digitas	Intercorp Peru	0.2		0.2	3
7	6	Zenith	Tigo Panama	0.1	Changan NexumCorp Ecuador	0.1	1
8	7	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2

2021 (Jan-Apr):	17.2	59
2020 (Jan-Apr):	3.2	22
YoY Comparison:	438.6%	168.2%

2021 Creative & Media (Jan-Apr):	22.6	88.0
2020 Creative & Media (Jan-Apr):	25.6	62
YoY Comparison:	-11.5%	41.9%

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.