



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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	Publicis Media	Stellantis Global	12.0		12.0	1
2	2	Havas Media	Godrej Chile, Sony TV Mexico, EPSON Brazil Digital	3.8	Danone Mexico Project	2.8	15
3	3	Initiative	Alsea Mexico, Subway Colombia, La Madrileña Mexico Project	1.7	Servicio Nacional de Turismo Chile	1.5	18
4	4	Wavemaker	Cafe Buendia Colombia, OLX autos Colombia&Chile, REDNI Ecuador 2030 Ecuador	1.0		1.0	12
5	5	MediaCom	Braedt Peru, GBM Mexico, Aceite de España Mexico, Honor Colombia	0.6	Alsea Mexico	0.2	9
6	6	Digítas	Intercorp Peru	0.2		0.2	3
7	7	Zenith	Tigo Panama	0.1	Changan NexumCorp Ecuador	0.1	1
8	8	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2
						2021 (Jan-May):	17.3 61
						2020 (Jan-May):	3.5 28
						YoY Comparison:	398.8% 117.9%
						2021 Creative & Media (Jan-May):	23.4 96.0
						2020 Creative & Media (Jan-May):	28.4 76
						YoY Comparison:	-17.6% 26.3%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.