

2021 CREATIVE 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	Accenture Interactive	Jaguar Land Rover Global	2.0		2.0	1
2	2	Isobar	Danone Ltda. Brazil	1.7		1.7	7
3	3	MullenLowe Group	Amarilo Colombia, Bayer Mexico	0.5		0.5	8
4	4	Ogilvy	Invisalign Brazil	0.5		0.5	1
5	8	FCB	The Body Shop	0.4		0.4	1
6	5	Grey Group	Kushki Ecuador Project, Smart Fit Gym Ecuador Project	0.4		0.4	10
7	7	M&C Saatchi	LOUNGERIE Brazil, AMBEV Brazil Project	0.3		0.3	6
8	6	Havas Worldwide	Epson Brazil	0.3		0.3	1
					2021 (Jan-May):	6.16	35
					2020 (Jan-May):	25.0	48

YoY Comparison:

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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	Digitas	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

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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 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 R0I.