



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Jun 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	1.8		1.8	11
3	3	MullenLowe Group	Cesa Colombia, Dominos/ Starbucks/ Pfchang/ Archies Colombia	1.8		1.8	24
4	15	R/GA	Aca Mi Campo Argentina, Havaianas Brazil	1.1		1.1	3
5	8	Havas Worldwide	Epson Brazil, CAO A Brazil	0.7		0.7	2
6	-	Dentsu	Discovery Comunicações do Brasil Project	0.5		0.5	2
7	4	Ogilvy	Invisalign Brazil	0.5		0.5	1
8	6	Grey Group	Kushki Ecuador Project, Smart Fit Gym Ecuador Project	0.5		0.5	13
9	7	M&C Saatchi	Bitso México, Brazil, Argentina Content, Toyota Hybrids México Content	0.5		0.5	8
10	5	FCB	The Body Shop	0.4		0.4	1

2021 (Jan-Jun):	9.67	66
2020 (Jan-Jun):	28.3	62
YoY Comparison:	-65.8%	6.5%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jun 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	CAOA - SAIC Chery Brazil, Sears México, Vivo Mexico, Peru	7.9	Danone Mexico Project	6.9	18
3	3	Initiative	Ecuaprimas Ecuador, Almacenes Jaher Ecuador Project, Fundación Barcia Ecuador	1.7	Servicio Nacional de Turismo Chile	1.5	23
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-Jun):	21.4	69
2020 (Jan-Jun):	5.1	40
YoY Comparison:	318.9%	72.5%

2021 Creative & Media (Jan-Jun):	31.0	135.0
2020 Creative & Media (Jan-Jun):	33.4	102
YoY Comparison:	-7.0%	32.4%

### 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.