



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

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

2021 (Jan-Aug):	9.70	67
2020 (Jan-Aug):	34.8	70
YoY Comparison:	-72.1%	-4.3%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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	-	Mindshare	Unilever	15.0		14.1	1
2	1	Publicis Media	Stellantis Global	12.0		12.0	1
3	2	Havas Media	Banco Macro Argentina, CAO A - SAIC Chery Brazil, Sears México, Vivo Mexico, Peru	8.0	Danone Mexico Project	7.0	19
4	3	Initiative	SERNATUR (NACIONAL) Chile, Pronto Copec Chile, Volaris Colombia	1.8	Servicio Nacional de Turismo Chile	1.6	27
5	-	OMD	DiDi LATAM, XP Investment Brazil, Z é Delivery (Share c/ FCB) Brazil	1.6		1.5	9
6	4	Wavemaker	OLX Mexico, Argentina, Cafe Buendia Colombia, OLX autos Colombia&Chile	1.2		1.2	13
7	5	MediaCom	Manuelita Colombia, Teleperformance Peru, Cielo Azul Cementos y Calizas S.A. Uruguay	0.6	Alsea Mexico	0.3	13
8	6	Digitas	Intercorp Peru	0.2		0.2	3
9	7	Zenith	Tigo Panama	0.1	Changan NexumCorp Ecuador	0.1	1
10	8	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2
11	10	Hearts & Science	Warner Media Latam/Miami, Luma Energy Puerto Rico	0.1		0.1	2

2021 (Jan-Aug):	21.8	83
2020 (Jan-Aug):	5.3	43
YoY Comparison:	313.3%	93.0%

2021 Creative & Media (Jan-Aug):	31.5	150.0
2020 Creative & Media (Jan-Aug):	40.1	113
YoY Comparison:	-21.3%	32.7%

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

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