



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	4	R/GA	Heineken LATAM, Paco El Chato (Phase 1) LATAM,	3.5		3.5	8
2	2	Isobar	Danone Ltda. Brazil	2.4		2.4	21
3	1	Accenture Interactive	Jaguar Land Rover Global	2.0		2.0	1
4	3	MullenLowe Group	Cesa Colombia, Dominos/ Starbucks/ Pfchang's/ Archies Colombia	1.8		1.8	24
5	5	Havas Worldwide	MASTERCARD Brazil Project, UNIMINUTO Colombia Project	1.7		1.7	4
6	7	Ogilvy	Invisalign Brazil	1.4		1.4	4
7	6	Dentsu	Discovery Comunicações do Brasil Project	0.5		0.5	2
8	9	Grey Group	Coola Suncare Brazil project , Gametech / Vale Casinos, Kushki Ecuador Project	0.5		0.5	14
9	8	M&C Saatchi Group	Bitso México, Brazil, Argentina Content, Toyota Hybrids México Content	0.5		0.5	9
10	10	FCB	The Body Shop	0.4		0.4	1

2021 (Jan-Sep):	14.66	88
2020 (Jan-Sep):	47.4	134
YoY Comparison:	-69.1%	-34.3%





## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	Mindshare	Unilever	15.0		14.1	1
2	2	Publicis Media	Stellantis Global	12.0		12.0	1
3	3	Havas Media	Banco Macro Argentina, CAO - SAIC Chery Brazil, Sears México, Vivo Mexico, Peru	8.0	Danone Mexico Project	7.0	19
4	4	Initiative	Reyogurt Ecuador Project, Seguros Genesis Ecuador Project	3.4	Servicio Nacional de Turismo Chile	3.2	36
5	6	Wavemaker	Jabonería Wilson Ecuador, OLX Mexico, Argentina, Cafe Buendia Colombia	1.2		1.2	14
6	7	MediaCom	Manuelita Colombia, Teleperformance Peru, Cielo Azul Cementos y Calizas S.A. Uruguay	0.7	Alsea Mexico	0.3	14
7	8	Digitas	InterCorp Peru	0.2		0.2	3
8	9	Zenith	Tigo Panama	0.1	Changan NexumCorp Ecuador	0.1	1
9	10	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2
10	11	Hearts & Science	Warner Media Latam/Miami, Luma Energy Puerto Rico	0.1		0.1	2

2021 (Jan-Sep):	37.5	102
2020 (Jan-Sep):	6.4	51
YoY Comparison:	487.8%	100.0%

2021 Creative & Media (Jan-Sep):	52.1	190.0
2020 Creative & Media (Jan-Sep):	53.8	185
YoY Comparison:	-3.1%	2.7%

### 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](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.

