



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	2	Publicis Media	Stellantis Global	12.0		12.0	1
2	-	Spark Foundry	Meta (Facebook etc) Global	10.0		9.7	1
3	3	Havas Media	Iberia, Vueling airlines Global, Banco Macro Argentina, CAO - SAIC Chery Brazil	8.6	Danone Mexico Project	7.6	20
4	1	Mindshare	Unilever	15.0	Meta (Facebook etc) Global	4.1	1
5	4	Initiative	Shopee Mexico, Reyogurt Ecuador Project, Seguros Genesis Ecuador Project	3.6	Servicio Nacional de Turismo Chile	3.4	37
6	5	Wavemaker	Motorola LATAM, Sadia Argentina, Decathlon Andean	1.8		1.8	19
7	-	PHD	Chanel Latam (Includes BR) , Chanel México	1.1		0.3	9
8	6	MediaCom	Manuelita Colombia, Teleperformance Peru, Cielo Azul Cementos y Calizas S.A. Uruguay	0.7	Alsea Mexico	0.3	14
9	7	Digitas	Intercorp Peru	0.2		0.2	3
10	8	Zenith	Tigo Panama	0.1	Changan NexumCorp Ecuador	0.1	1
11	9	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2
12	10	Hearts & Science	Warner Media Latam/Miami, Luma Energy Puerto Rico	0.1		0.1	2

2021 (Jan-Oct):	38.8	112
2020 (Jan-Oct):	7.5	75
YoY Comparison:	418.0%	49.3%

2021 Creative & Media (Jan-Oct):	53.6	205.0
2020 Creative & Media (Jan-Oct):	57.1	210
YoY Comparison:	-6.2%	-2.4%

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 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 ROI.