



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Nov 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	MullenLowe Group	Pycca Ecuador, ICT Costa Rica, Tesalia CBC - BIA Ecuador	8.5		8.5	57
2	1	R/GA	Heineken LATAM, Paco El Chato (Phase 1) LATAM.	3.5		3.5	8
3	2	Isobar	Danone Ltda. Brazil	2.4		2.4	21
4	3	Accenture Interactive	Jaguar Land Rover Global	2.0		2.0	1
5	5	Havas Worldwide	MASTERCARD Brazil Project, UNIMINUTO Colombia Project	1.7		1.7	4
6	6	Ogilvy	Invisalign Brazil	1.4		1.4	4
7	7	M&C Saatchi Group	Sanissimo Mexico, Tunny Mexico, Toyota Safety Sense Mexico	0.8		0.8	16
8	9	Grey Group	Toyocosta S.A. Ecuador Project, Olaplex Ecuador	0.5		0.5	16
9	8	Dentsu	Discovery Comunicações do Brasil Project	0.5		0.5	2
10	10	FCB	The Body Shop	0.4		0.4	1

2021 (Jan-Nov):	21.72	130
2020 (Jan-Nov):	53.0	151
YoY Comparison:	-59.0%	-13.9%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Nov 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	8	MediaCom	The Coca-Cola Company Global, Manuelita Colombia.	11.7	Alsea Mexico	11.3	15
3	2	Spark Foundry	Meta (Facebook etc) Global	10.0		9.7	1
4	3	Havas Media	Iberia, Vueling airlines Global, Banco Macro Argentina, CAO A - SAIC Chery Brazil	8.6	Danone Mexico Project	7.6	20
5	4	Mindshare	Unilever	15.0	Meta (Facebook etc) Global	4.1	1
6	-	Essence	Google Global	4.0		4.0	1
7	5	Initiative	Shopee Mexico, Reyogurt Ecuador Project, Seguros Genesis Ecuador Project	3.6	Servicio Nacional de Turismo Chile	3.4	37
8	6	Wavemaker	Motorola LATAM, Sadia Argentina, Decathlon Andean	1.8		1.8	19
9	7	PHD	Chanel Latam (Includes BR) , Chanel México	1.1		0.3	9
10	9	Digitas	Intercorp Peru	0.2		0.2	3
11	10	Zenith	Tigo Panama	0.1	Changan NexumCorp Ecuador	0.1	1
12	11	Starcom	Laureate Education Mexico, Banco Ripley Peru	0.1		0.1	2
13	12	Hearts & Science	Warner Media Latam/Miami, Luma Energy Puerto Rico	0.1		0.1	2

2021 (Jan-Nov):	53.8	114
2020 (Jan-Nov):	11.4	89
YoY Comparison:	371.3%	28.1%

2021 Creative & Media (Jan-Nov):	75.5	244.0
2020 Creative & Media (Jan-Nov):	64.4	240
YoY Comparison:	17.2%	1.7%

### 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.