



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	MediaCom	The Coca-Cola Company Global, Manuelita Colombia, Telperformance Peru	11.7	Alsea Mexico	11.3	15
3	3	Spark Foundry	Comfandi Colombia, Meta (Facebook etc) Global	10.2		9.9	3
4	4	Havas Media	Procolombia Colombia, Dafiti Chile, Rappi Peru	9.5	Danone Mexico Project	8.5	23
5	5	Mindshare	Unilever	15.0	Meta (Facebook etc) Global	4.1	1
6	6	Essence	Google Global	4.0		4.0	1
7	7	Initiative	Nubank Mexico Project, Shopee Mexico, Reyogurt Ecuador Project, Seguros Genesis Ecuador Project	3.7	Servicio Nacional de Turismo Chile	3.4	38
8	8	Wavemaker	Motorola LATAM, Sadia Argentina, Decathlon Andean	1.8		1.8	19
9	12	Starcom	Laureate Education Mexico, Banco Ripley Peru	1.4		1.4	15
10	11	Zenith	Tigo Panama, Scania CV AB Peru	0.6	Changan NexumCorp Ecuador	0.6	6
11	10	Digitas	Intercorp Peru	0.6		0.6	6
12	9	PHD	Chanel Latam (Includes BR) , Chanel México	1.1		0.3	9
13	13	Hearts & Science	Warner Media Latam/Miami, Luma Energy Puerto Rico	0.1		0.1	2

2021 (Jan-Dec):	57.1	141
2020 (Jan-Dec):	11.4	89
YoY Comparison:	400.4%	58.4%

2021 Creative & Media (Jan-Dec):	84.0	279.0
2020 Creative & Media (Jan-Dec):	67.8	254
YoY Comparison:	23.9%	9.8%

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.