

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 2022

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	11	VMLY&R	FMCG Client	1.6		1.6	2
2	8	Grey Group	Dyven Pro	0.2		0.2	1
					2022 (Jan):	1.78	3
					2021 (Jan):	0.0	4
					YoY Comparison:	8087.7%	-25.0%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jan 2022

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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	-	OMD	Kimberly-Clark LATAM	0.6		0.6	1				
2	7	Initiative	Ecopetrol Colombia, UNICOMER Ecuador, Declathon Colombia	0.5		0.5	9				
3	12	PHD	Banco Caja Social Colombia, Tienda Nube Argentina	0.1		0.0	2				
					2022 (Jan):	0.9	12				
					2021 (Jan):	2.3	10				
					YoY Comparison:	-59.0%	20.0%				
					2022 Creative & Media (Jan):	2.7	15.0				
					2021 Creative & Media (Jan):	2.3	14				

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 R0I.

YoY Comparison: