

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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	1	VMLY&R	FMCG Client	4.6		4.6	5
2	8	Havas Worldwide	Buquebus Argentina, PLURALL Colombia, ROTOPLAS Mexico Project	2.1		2.1	6
3	2	Grey Group	Dyven Pro	0.2		0.2	1
4	4	M&C Saatchi Group	Toyota Avanza Mexico	0.0		0.0	1
					2022 (Jan-Feb):	6.93	13
					2021 (Jan-Feb):	0.4	10
					YoY Comparison:	1525.0%	30.0%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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	7	Havas Media	Claro Peru, Pedidosya LatAm, Peugeot Brazil	2.2		2.2	6
2	1	OMD	Kimberly-Clark LATAM	0.6		0.6	1
3	2	Initiative	Ecopetrol Colombia, UNICOMER Ecuador, Declathon Colombia	0.5		0.5	9
4	-	MediaHub	Akzo Nobel Global ex CN Digital	0.5		0.5	1
5	3	PHD	Banco Caja Social Colombia, Tienda Nube Argentina	0.1		0.0	2
					2022 (Jan-Feb):	3.2	22
					2021 (Jan-Feb):	2.8	20
					YoY Comparison:	11.4%	10.0%

2022 Creative & Media (Jan-Feb):	10.1	35.0
2021 Creative & Media (Jan-Feb):	3.3	30
YoY Comparison:	209.5%	16.7%

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 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.