R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	7.7		7.7	8
2	2	Havas Worldwide	Buquebus Argentina, PLURALL Colombia, ROTOPLAS Mexico Project	2.1		2.1	6
3	3	R/GA	PepsiCo Inc. (Gatorade) LATAM, LinkedIn LATAM, Riot Games LATAM	1.2		1.2	4
4	4	FCB	TikTok Brazil Project, Homewares brand Brazil Project	1.0		1.0	2
5	5	Grey Group	Warren Mexico Project， Spotify Mexico Project	0.4		0.4	4
6	6	M&C Saatchi Group	Toyota Avanza Mexico	0.0		0.0	1

2022 (Jan-Apr):	12.42	25
2021 (Jan-Apr):	5.4	29
YoY Comparison:	129.5%	-13.8%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	Havas Media	Loreal Argentina, Intercorp Peru, Red Bull Brazil	4.0	Farmacity Argentina	3.7	12
2	3	Initiative	DIDI FOOD,XP Investment Brazil, KAIZEN GAMING Chile, Ecuador, Peru	2.9		2.9	18
3	2	OMD	Canva LATAM, OLX Chile, Kimberly-Clark LATAM	1.6		1.6	7
4	5	PHD	Delosi Peru, Despegar Latam, Farmacity Argentina, Banco Caja Social Colombia	0.6		0.6	5
5	4	MediaHub	Akzo Nobel Global ex CN Digital	0.5		0.5	1
6	6	Dentsu X	Konfio Limited Mexico Project	0.0		0.0	1
7	8	MediaCom	Volkswagen Ecuador, Discovery Networks Colombia	0.5		-0.0	9

2022 (Jan-Apr):	9.0	53
2021 (Jan-Apr):	17.2	59
YoY Comparison:	-48.0%	-10.2%

2022 Creative & Media (Jan-Apr):	21.4	78.0
2021 Creative & Media (Jan-Apr):	22.6	88
YoY Comparison:	-5.6%	-11.4%

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 Apr keting ROI.