

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

 $LATAM\,/\,May\,2022$

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	APESEG Peru Project, Buquebus Argentina, PLURALL Colombia, ROTOPLAS Mexico Project	2.4		2.4	7
3	3	R/GA	SBF Brazil, La Nacion Argentina, PepsiCo Inc. (Gatorade) LATAM, LinkedIn LATAM, Riot Games LATAM	1.5		1.5	7
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	0.3		0.3	2
					0000 (I M)	40.04	20

2022 (Jan-May): 13.24 30
2021 (Jan-May): 6.2 35
YoY Comparison: 115.0% -14.3%

1



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / May 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
				WIN REVENUE (USD \$ m)			
1	1	Havas Media	Loreal Argentina, Intercorp Peru, Red Bull Brazil	4.0	Farmacity Argentina	3.7	12
2	-	Wavemaker	Danone brands LATAM	2.5		2.5	1
3	3	OMD	Canva LATAM, OLX Chile, Kimberly- Clark LATAM	1.6		1.6	7
4	4	PHD	Delosi Peru, Despegar Latam, Farmacity Argentina, Banco Caja Social Colombia	0.6		0.6	5
5	5	MediaHub	Akzo Nobel Global ex CN Digital	0.5		0.5	1
6	2	Initiative	KAIZEN GAMING Chile, Ecuador,	2.9		0.4	18
7	6	Dentsu X	Konfio Limited Mexico Project	0.0		0.0	1
8	7	MediaCom	Volkswagen Ecuador, Discovery Networks Colombia	0.5		-0.0	9
					2022 (Jan-May):	9.0	54
					2021 (Jan-May):	17.3	61
					YoY Comparison:	-48.2%	-11.5%
					2022 Creative & Media (Jan-May):	22.2	84.0
					2021 Creative & Media (Jan-May):	23.4	96

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 R0I.

-12.5%

YoY Comparison: