



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Jul 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	TIM Telecom Brazil, Chery Automotive Mexico, Fontur Colombia	6.4	Kueski Mexico	5.9	19
2	-	Zenith	Nespresso Mexico, The Walt Disney Company Argentina	3.8		3.8	7
3	2	OMD	OLX Mexico, UPC Peru	3.1		3.1	20
4	3	Wavemaker	Danone brands LATAM	2.5		2.3	1
5	-	Starcom	Anheuser-Busch Inbev Ecuador	1.7		1.7	9
6	4	Initiative	Kueski Mexico, NuBank Colombia, ALLURION Chile Project	3.2		0.7	22
7	7	Publicis Media	GlaxoSmithKline Brazil Project	0.7		0.7	3
8	5	PHD	Delosi Peru, Despegar Latam, Farmacity Argentina, Banco Caja Social Colombia	0.6		0.6	5
9	6	MediaHub	Akzo Nobel Global ex CN Digital	0.5		0.5	1
10	-	Mediahub	Akzo Nobel	0.5		0.5	1
11	-	Performics	Bitso Brasil	0.4		0.4	2
12	-	Spark Foundry	Mitsubishi Group Mexico	0.4		0.4	2
13	8	Dentsu X	Konfio Limited Mexico Project	0.0		0.0	1

2022 (Jan-Jul) :	17.6	102
2021 (Jan-Jul) :	21.8	83
YoY Comparison:	-19.4%	22.9%

2022 Creative & Media (Jan-Jul) :	34.9	150.0
2021 Creative & Media (Jan-Jul) :	31.5	150
YoY Comparison:	10.6%	0.0%

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.