



## 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 2023

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	IPG Health	Pfizer Global	10.0		10.0	1	
2	31	McCann Worldgroup	IKEA (Branding) Global	7.0		7.0	1	
3	2	Wieden & Kennedy	Google Search Brazil, Nike Mexico Mexcio, Victoria Mexico	4.0		4.0	5	
4	3	VMLY&R	Telefónica Mexico, The Coca Cola Company Mexico Project	3.5		3.5	4	
5	7	Dentsu	Canon Do Brasil Indústria E Comércio Ltda. Brazil	3.4		3.4	11	
6	5	Grey Group	Comandato Ecuador, L'Oreal Argentina Project, Quito Sin Minería	3.2		3.2	10	
7	4	Publicis Worldwide	Novo Nordisk A/S Brazil Project, Nestle S.A. Argentina	3.0		3.0	11	
8	6	Digitas	MGI SAF SA Peru	2.8		2.8	7	
9	8	Leo Burnett	FMCG Brazil Client	2.4		2.4	8	
10	9	MullenLowe Group	InstaGames Panama Project, Atlas Panama, Jeronimo Martins	2.2		2.2	18	
11	10	Havas Worldwide	Volaris Mexico, SENATI Peru, SEPHORA Brazil, BANCO	2.1		2.1	5	
12	11	M&C Saatchi Group	Toyotathon Mexico, CULTURA INGLESA Brazil Project , UBER	2.1		2.1	19	
13	12	Sapient.AG2	Unimed Brazil Project	1.8		1.8	6	
14	13	Arc	Pizza Hut Brazil Project	1.4		1.4	7	
15	14	MSL	Technology Client	1.4		1.4	7	
16	15	Wunderman Thompson	KFC Brazil	1.0		1.0	1	
17	16	R/GA	Gatorade Latam Argentina, Sbr Growth Argentina, Pepsico Digital Platform Argentina	0.9		0.9	10	
18	17	DPZ&T	L'Oreal SA Brazil	0.6		0.6	2	
19	18	Prodigious	FMCG Client Colombia	0.4		0.4	2	
20	19	Talent Marcel	Financial Services Brazil	0.3		0.3	1	
						2023 (Jan-Sep):	53.15	142
						2022 (Jan-Sep):	19.4	57
						YoY Comparison:	174.1%	149.1%



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 2023

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	2	Havas Media	Ripley Peru, Banco Santander Brazil, Sephora Brazil, Federación	14.3	WATTS Chile	13.9	13
2	1	Publicis Media	Pfizer Global	12.2	Under Armour Global	11.4	2
3	5	NP Digital	Retina Pro Brazil, Senhor Contábil Brazil, DrApp Brazil	4.6		4.6	99
4	4	OMD	Under Armour Global, AngloAmerican Chile, Frisby	4.1		4.0	13
5	3	Initiative	Farmacias Benavides Mexico, WATTS Chile, MSD Salud Animal	3.5		3.5	19
6	10	PHD	SpinMaster Mexico, Sanofi SOCO PAC	2.5		2.5	3
7	6	Starcom	Western Union Peru, Western Union Chile	1.3		1.3	5
8	7	Performics	Western Union Panama, Western Union Brazil, Western Union Mexico	0.5		0.5	6
9	8	Spark Foundry	Miele Mexico	0.5		0.5	3
10	15	Wavemaker	Garcos/Prophar Ecuador, Dyvenpro Ecuador	0.3		0.3	6
11	9	Zenith	FMCG Client	0.4		0.3	2
12	11	DPZ&T	Bayer AG Brazil	0.2		0.2	1
13	12	Frubis	Financial Services Client	0.1		0.1	1
14	13	One Digital	Healthcare Brazil	0.1		0.1	1
15	14	Hearts & Science	MINSA Peru	0.1		0.1	2
16	16	EssenceMediacom	Mi Auto Uruguay Finance	0.0		-2.2	1

2023 (Jan-Sep):	40.7	177
2022 (Jan-Sep):	19.2	115
YoY Comparison:	112.3%	53.9%

2023 Creative & Media (Jan-Sep):	93.9	319.0
2022 Creative & Media (Jan-Sep):	38.6	172
YoY Comparison:	143.3%	85.5%

#### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 Jun keting ROI.