



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	3	Wieden & Kennedy	Aeromexico Mexico, Pepsi LatAm, Delta Latam LatAm	10.0		10.0	10	
3	2	McCann Worldgroup	IKEA (Branding) Global	7.0		7.0	1	
4	11	Havas Worldwide	Dare Argentina, CLOROX Argentina, RECKITT BENCKISER Argentina	4.1		4.1	9	
5	10	MullenLowe Group	Petrobras Paraguay, TECATE Honduras Project, Pilgrim'S Pride	3.7		3.7	32	
6	4	VMLY&R	Telefónica Mexico, The Coca Cola Company Mexico Project	3.5		3.5	4	
7	5	Dentsu	Canon Do Brasil Indústria E Comércio Ltda. Brazil	3.4		3.4	11	
8	6	Grey Group	Comandato Ecuador, L'Oreal Argentina Project, Quito Sin Minería	3.2		3.2	10	
9	7	Publicis Worldwide	Novo Nordisk A/S Brazil Project, Nestle S.A. Argentina	3.1		3.1	13	
10	8	Digitas	MGI SAF SA Peru	2.8		2.8	7	
11	9	Leo Burnett	FMCG Brazil Client	2.6		2.6	10	
12	12	M&C Saatchi Group	Dr. Oetker Mexico, Toyotathon Mexico, CULTURA INGLESA Brazil	2.1		2.1	20	
13	13	Sapient.AG2	Unimed Brazil Project	1.9		1.9	8	
14	15	MSL	Technology Client	1.5		1.5	9	
15	14	Arc	Pizza Hut Brazil Project	1.4		1.4	7	
16	17	R/GA	Banco Safra BRAZIL, Gatorade Latam Argentina, SBI Growth	1.3		1.3	13	
17	16	Wunderman Thompson	KFC Brazil	1.0		1.0	1	
18	18	DPZ&T	L'Oreal SA Brazil	0.7		0.7	3	
19	19	Prodigious	FMCG Client Colombia	0.4		0.4	2	
20	20	Talent Marcel	Financial Services Brazil	0.4		0.4	3	
						2023 (Jan-Oct):	63.68	181
						2022 (Jan-Oct):	28.4	95
						YoY Comparison:	124.2%	90.5%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Oct 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	Havas Media	VIVO Mexico, Colombia, Peru, Chile, Sernatur Chile, Indrive (Regional)	15.0	WATTS Chile	14.6	17
2	2	Publicis Media	Electrolux AB Brazil, Pfizer Global	12.4	Under Armour Global	11.6	3
3	6	PHD	Grupo Bimbo Global, SpinMaster Mexico, Sanofi SOCOPAC	8.5		8.5	4
4	4	OMD	Under Armour Global, AngloAmerican Chile, Frisby	4.1		4.0	13
5	5	Initiative	Soprole Chile, Grupo Hérdez - Mole Doña Mariá México, Motos IGM	3.7		3.7	24
6	3	NP Digital	Zimóveis Brazil, MXM Sistemas Brazil, Grupo Coimma Brazil	3.1		3.1	109
7	7	Starcom	Productos Extragel y Universal SAC Peru Project, Western Union Peru,	2.2		2.2	11
8	-	Omnicom Media Group	BMW (Including Mini) US,Canada, Latam	1.0		1.0	1
9	8	Performics	Comgas Brazil Project, Western Union Panama, Western Union	0.7		0.7	7
10	9	Spark Foundry	Miele Mexico, MIELE & CIE KG Mexico	0.7		0.7	5
11	11	Zenith	Electrolux AB Chile, Electrolux AB Argentina, GROUPE LACTALIS Chile	0.8		0.7	6
12	10	Wavemaker	Garcos/Propfar Ecuador, Dyvenpro Ecuador	0.3		0.3	6
13	-	Digitas	Telecom Argentina	0.3		0.3	1
14	12	DPZ&T	Bayer AG Brazil	0.2		0.2	1
15	13	Frubis	Financial Services Client	0.1		0.1	1
16	14	One Digital	Healthcare Brazil	0.1		0.1	1
17	15	Hearts & Science	MINSA Peru	0.1		0.1	2

2023 (Jan-Oct):	49.2	213
2022 (Jan-Oct):	29.3	141
YoY Comparison:	67.8%	51.1%

2023 Creative & Media (Jan-Oct):	112.9	394.0
2022 Creative & Media (Jan-Oct):	57.7	236
YoY Comparison:	95.5%	66.9%

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 Jun keting ROI.