



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	Wieden & Kennedy	Aeromexico Mexico, Pepsi LatAm, Delta Latam LatAm	11.5		11.5	10	
2	1	IPG Health	Pfizer Global	10.0		10.0	1	
3	3	McCann Worldgroup	IKEA (Branding) Global	7.0		7.0	1	
4	8	Grey Group	AB InBev - Pilsen Argentina Project, Arca Toni Ecuador, Charles Darwin	5.6		5.6	18	
5	9	Publicis Worldwide	Novo Nordisk A/S Brazil Project, Nestle S.A. Argentina	5.1		5.1	17	
6	4	Havas Worldwide	Kwai Brazil Project, CCU Argentina Project	4.9		4.9	11	
7	5	MullenLowe Group	Petrobras Paraguay, TECATE Honduras Project, Pilgrim'S Pride	3.7		3.7	32	
8	7	Dentsu	KLM Royal Dutch Airlines Brazil Project, Little Caeser Enterprises	3.5		3.5	15	
9	6	VMLY&R	Telefónica Mexico, The Coca Cola Company Mexico Project	3.5		3.5	4	
10	10	Digitas	MGI SAF SA Peru	2.8		2.8	7	
11	14	Sapient.AG2	Unimed Brazil Project	2.8		2.8	11	
12	11	Leo Burnett	FMCG Brazil Client	2.6		2.6	10	
13	12	M&C Saatchi Group	Toyota Servicio Mexico, Toyota Supra Mexico	2.5		2.5	23	
14	13	Wunderman Thompson	KFC communication agency Brazil	2.0		2.0	2	
15	17	Arc	Pizza Hut Brazil Project	1.7		1.7	8	
16	15	R/GA	Galicia Seguro Argentina, Banco Safra BRAZIL, Gatorade Latam	1.5		1.5	16	
17	16	MSL	Technology Client	1.5		1.5	9	
18	19	DPZ&T	L'Oreal SA Brazil	1.2		1.2	4	
19	18	FCB	Google Brazil	1.0		1.0	1	
20	20	Prodigious	FMCG Client Colombia	1.0		1.0	4	
						2023 (Jan-Dec):	74.94	214
						2022 (Jan-Dec):	28.9	101
						YoY Comparison:	158.9%	111.9%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Dec 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	HSBC Mexico, Argentina and centralized account for other	17.1	WATTS Chile	15.9	23
2	2	Publicis Media	Electrolux AB Brazil, Pfizer Global	12.4	Under Armour Global	11.6	3
3	3	PHD	Delosi Colombia, Colombina Colombia, Grupo Bimbo Global,	8.8		8.5	6
4	4	OMD	FedEx LATAM, Central Cervecera Colombia, Under Armour Global	4.6		4.5	15
5	5	Initiative	Soprole Chile, Grupo Hérdez - Mole Doña Mariá México, Motos IGM	4.2		4.2	27
6	11	Zenith	L'Oréal Argentina, L'Oréal Mexico, L'Oréal Argentina Digital	3.2		3.1	11
7	7	Starcom	Clinica Internacional Peru, Essen Peru	2.2		2.2	13
8	8	Omnicom Media Group	Toyota Peru, Glidemeister Peru	1.5		1.5	3
9	10	Spark Foundry	Brinsa Colombia, Pierre Fabre Mexico Digital, ScotiaBank	1.0		1.0	8
10	9	Performics	Comgas Brazil Project, Western Union Panama, Western Union	0.7		0.7	7
11	13	Digítas	Telecom Argentina	0.3		0.3	1
12	14	DPZ&T	Bayer AG Brazil	0.2		0.2	1
13	15	Frubis	Financial Services Client	0.1		0.1	1
14	16	One Digital	Healthcare Brazil	0.1		0.1	1
15	17	Hearts & Science	MINSA Peru	0.1		0.1	2
16	12	Wavemaker	Garcos/Propfar Ecuador, Dyvenpro Ecuador	0.3	Toyota Peru	0.0	6

2023 (Jan-Dec):	51.9	145
2022 (Jan-Dec):	31.4	150
YoY Comparison:	65.5%	-3.3%

2023 Creative & Media (Jan-Dec):	126.9	359.0
2022 Creative & Media (Jan-Dec):	60.3	251
YoY Comparison:	110.3%	43.0%

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 Jun Keting ROI.