



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 2024

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	9	Dentsu	Sky Brasil Servicios Ltda. Brazil, Payclip S. de R.L. de C.V. Mexico	2.7		2.7	3	
2	1	MullenLowe Group	Instituto Hondureño de Turismo Honduras Project, Hasbro Mexico,	2.0		2.0	16	
3	3	Grey Group	RABBIT Mexico Project, YANGO Mexico, Dreamco Argentina Project	1.9		1.9	7	
4	8	Havas Worldwide	Banc Sabadell Mexico, Vitru Brazil, Sephora Mexico	1.6		1.6	5	
5	2	VML	Telefonica Latam	1.1		1.1	1	
						2024 (Jan-Mar):	9.24	32
						2023 (Jan-Mar):	10.2	32
						YoY Comparison:	-9.1%	0.0%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 2024

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	Banc Sabadell Mexico, Newell Mexico, Krispy Kreme Mexico	2.0		2.0	10
2	20	Arena Media	Vitru Brazil, Sephora Mexico	0.4		0.4	2
3	3	Initiative	ACESCO Colombia	0.2		0.2	5
4	18	Dentsu X	Kaizen Argentina	0.2		0.2	1
5	15	Hearts & Science	InDrive Colombia & Argentina	0.1		0.1	4
6	4	Wavemaker	Mayaguez S A Peru, Fondo De Garantias Colombia	0.1		0.1	2
7	5	OMD	Henkel Mexico	0.9		0.0	1

2024 (Jan-Mar):	2.7	27
2023 (Jan-Mar):	7.8	25
YoY Comparison:	-65.6%	8.0%

2024 Creative & Media (Jan-Mar):	11.9	59.0
2023 Creative & Media (Jan-Mar):	17.9	57
YoY Comparison:	-33.5%	3.5%

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 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.