2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	-	Le Pub	Confidential Client	3.0		3.0	2
2	1	Dentsu	Sky Brasil Servicos Ltda. Brazil, Payclip S. de R.L. de C.V. Mexico	2.7		2.7	3
3	11	Sapient.AG2	Confidential Client	2.4		2.4	8
4	2	MullenLowe Group	Instituto Hondureño de Turismo Honduras Project, Hasbro Mexico,	2.0		2.0	16
5	3	Grey Group	RABBIT Mexico Project, YANGO Mexico, Dreamco Argentina Project	1.9		1.9	7
6	9	Publicis Worldwide	Confidential Client	1.8		1.8	6
7	4	Havas Worldwide	Banc Sabadell Mexico, Vitru Brazil, Sephora Mexico	1.6		1.6	5
8	5	VML	Telefonica Latam	1.1		1.1	1
9	10	Digitas	MONDELEZ GLOBAL LLC Argentina Project	1.0		1.0	2
10	12	Leo Burnett	Confidential Client	0.5		0.5	1
					2024 (Jan-Apr):	17.94	51
					2023 (Jan-Apr):	17.3	64
					YoY Comparison:	3.5%	-20.3%

2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 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	Promperu Peru, Servel Chile, Timberazo Peru	2.5		2.5	13
2	12	Performics	CPG Client	0.6		0.6	4
3	2	Arena Media	Vitru Brazil, Sephora Mexico	0.4		0.4	2
4	-	Brainlabs	CPG Client	0.3		0.3	1
5	3	Initiative	ACESCO Colombia, VIVO Chile	0.2		0.2	6
6	4	Dentsu X	Kaizen Argentina	0.2		0.2	1
7	11	Spark Foundry	CPG Client	0.2		0.2	1
8	5	Hearts & Science	InDrive Colombia & Argentina	0.1		0.1	4
9	6	Wavemaker	Mayaguez S A Peru, Fondo De Garantias Colombia	0.1		0.1	2
10	7	OMD	Henkel Mexico	0.9		0.0	1

2024 (Jan-Apr):	4.2	37
2023 (Jan-Apr):	10.2	41
YoY Comparison:	-58.4%	-9.8%

2024 Creative & Media (Jan-Apr):	22.2	88.0
2023 Creative & Media (Jan-Apr):	27.6	105
YoY Comparison:	-19.5%	-16.2%

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.