

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / April 2015

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	Y&R	BIC LATAM, Turner Argentina, Alamaula.com Argentina	2.6		2.6	7
1-	2	Wieden & Kennedy	Westwing Chile, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	2.6		2.6	5
3	3	Ogilvy	Paramount Pictures Brazil, KLM Brazil, CLX Brazil	2.3		2.3	4
4-	4=	Latin3	PayPal LATAM, Under Armour Central America	2.0		2.0	2
4-	4=	Dedo	Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM	2.0		2.0	3
6	4=	TBWA	El Portón Mexico, Vips Mexico, Clinica Alemana Chile	2.0		2.0	3
7	-	BBD0	Lacthosa-Sula Honduras	1.8		1.8	3
8	7	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.5	2
9-	8	Wunderman	MetLife Digital(LATAM)	1.0		1.0	1
9-	-	Beker	Banco Santander Mexico	1.0		1.0	1
9-	-	Fbiz	Nescafé Dolce Gusto Brazil	1.0		1.0	1
9-	-	Modo Santiago	Nestle Brand Chile	1.0		1.0	1
9-	-	Carlos y Darío	DirectTV LATAM	1.0		1.0	1
14-	9=	JWT	Telefé Argentina, Clight Argentina	0.8		0.8	2
14-	9=	Isobar	Schin(Digital) Brazil, Jeep(Digital) Brazil	0.8		0.8	2
14-	13=	Talent	Suvinil (BASF) Brazil, Henkel Brazil	0.8		0.8	2
17	11	Leo Burnett	SBIBAE Brazil, Banco Hipotecario Argentina	0.7		0.7	2
18	12	Harold Zea y Asociados	Laboratorios Procaps Colombia, Finamérica Colombia, Editorial Televisa Colombia	0.7		0.7	4
19-	13=	Concept Media	Ledesma (Exito) Argentina	0.5		0.5	1
19-	13=	Global Mind	LAN Colombia	0.5		0.5	1
						26.6	48

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / April 2015

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	PHD	SC Johnson(Planning) LATAM, Unilever(Search) LATAM	8.5		8.5	2
2	2	Mediacom	Hoteles.com Colombia, AB Inbev Mexico, Molinos Argentina	5.3		5.3	9
3	3=	Initiative	SAB Miller Peru, Alcatel LATAM, Gruppo Campari Argentina	4.9	Trading Fashion Line Peru	4.8	16
4	3=	Universal McCann	La Fabril Ecuador, Subway (Digital) Chile, Pernod Ricard Argentina	0.8	Coca-Cola Ecuador	0.5	16
5	-	BPN	Constructora Colpatria Colombia	0.2		0.2	1
6=	3=	Carat		0.0		0.0	0
6=	3=	Vizeum		0.0		0.0	0
6=	3=	Dentsu Media		0.0		0.0	0
6=	3=	MEC		0.0		0.0	0
6=	3=	Mitchell		0.0		0.0	0
6=	3=	OMD		0.0		0.0	0
12	12	Havas Media	Intercorp Peru, Tricot Chile, Adidas Brazil	4.5	AB Inbev Mexico	-0.5	5
13	11	ZenithOptimedia		0.0	Molinos Argentina	-1.0	0
14	13	Mindshare		0.0	L'Oréal L'Oreal (Peru, Mexico, Argentina)	-3.9	0
15	14	Maxus		0.0	SC Johnson(Planning) LATAM	-8.0	0
						5.8	49

### METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 marketing ROI for clients across the region.

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