

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	Ogilvy	Tecate Mexico, Paramount Pictures Brazil, KLM Brazil, Embratel Brazil	9.5		9.52	79
2	2	J Walter Thompson	Coca-Cola Brazil, Cargill Brazil, Coppertone Brazil	7.3		7.30	7
3	3	Y&R	BIC LATAM, Turner Argentina, InkaFarma Peru, SMU Chile, Transbank Chile	4.7		4.70	11
4	4	CP+B	AB Inbev (Stella Artois) Brazil, General Mills (Yoki Mais Vita) Brazil	4.0		4.00	4
5	5	Wieden & Kennedy	Skol Brazil, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	3.6		3.60	6
6	-	Publicis	Renault Chile, Ninho Brazil, Passatempo Brazil	3.0		3.00	3
7	6	Grey Group	Sky Airlines Chile, Gas Natural Fenosa LATAM, Suburbia Mexico	2.6		2.60	5
8=	7=	Latin3	PayPal LATAM, Under Armour Central America	2.0		2.00	2
8=	7=	Dedo	Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM	2.0		2.00	3
8=	7=	Don	Nextel Mexico, Fibercorp Argentina	2.0		2.00	2
11	10	TBWA	El Portón Mexico, Vips Mexico, Clínica Alemana Chile	2.0	PZ Cussons	1.80	3
12	-	F.biz	Nescafé Dolce Gusto Brazil, Claro Mexico	1.5	Pernod Ricard Brazil	1.20	2
13	11	Proximity	Banco Falabella (Digital) Colombia, Dolcegusto (Digital) Colombia, GSK (Digital) Colombia	1.6		1.62	6
14=	12=	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.50	2
14=	12=	Shackleton	Kidzania Chile, América Solidaria(digital) Chile	1.5		1.50	2
14=	12=	Mullen Lowe	Gorostiaga Automóviles Paraguay, Yogolatte Paraguay	1.5		1.50	4
17	7	McCann WorldGroup	Uno Bolivia, Uvairenda Bolivia, CISA Colombia	4.1	Coca-Cola Brazil	1.10	6
18=	15=	Africa	Unimed-Rio Brazil	1.0		1.00	1
18=	15=	Beker	Banco Santander Mexico	1.0		1.00	1
18=	15=	Wunderman	MetLife Digital LATAM	1.0		1.00	1
						53.94	150

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Sep 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	Initiative	Soriana Mexico, SAB Miller Peru, Alcatel LATAM, Monomeros Colombia	15.2	Trading Fashion Line Peru	15.14	24
2	-	Starcom MediaVest	Visa LATAM, Citigroup LATAM, Mondelez LATAM	12.3		12.25	3
3	2	PHD	SC Johnson(buying) LATAM, Unilever(Search) LATAM	11.5		11.50	4
4	3	Mediacom	Pernod Ricard Mexico, Football Album Brazil, FAM Digital Brazil	6.0		6.04	19
5	5	BPN	Constructora Colpatria Colombia, CCU-Ecusa Chile, Propais Colombia	1.2		1.22	5
6	6	Carat	Farmacias del Ahorro Mexico, Dentix Mexico	0.8		0.80	2
7	8	Havas Media	Intercorp Peru, Tricot Chile, Adidas Brazil, Jumex Mexico, Cinopolis Mexico	5.6	AB Inbev Mexico	0.59	8
8	7	Universal McCann	Subway (Digital) Chile, Dentix Colombia, EMCali Colombia	1.0	Coca-Cola Ecuador	0.42	25
9	10	Vizeum	PedidosYa Argentina	0.3		0.25	1
10	13	Mindshare	General Mills LATAM	4.1	Intercorp Peru	0.19	1
11	9	Dentsu Media	Omron LATAM	0.0		0.03	1
12	11	Reprise		0.0	Intraway Argentina	-0.07	0
13	4	MEC	ABB(Digital) Argentina, MABE Argentina, AT&T Mexico, GE Argentina	2.0	Citigroup LATAM	-0.25	4
14	14	OMD		0.0	Visa LATAM	-4.00	0
15	12	ZenithOptimedia	BASF LATAM	0.3	Molinos Argentina	-4.86	1
16	15	Maxus	Little Caesars Mexico, Grupo Tenacta Argentina	0.9	SC Johnson(buying) LATAM	-8.60	3
						30.65	101

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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 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 marketing ROI for clients across the region.

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