

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 2016

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	Talent Marcel	Claro Mobile Brazil	10.0		10.00	1
2	2	Mullen Lowe	Smart Fit Brazil, Lenovo LATAM	3.6	Subway Brazil	3.10	2
3	5	FCB	Whirlpool LATAM, Serasa Consumidor Brazil, Bissú Cosméticos Mexico	3.5	Gruppo Campari Brand Brazil	3.00	6
4	3	Publicis	Carrefour Brazil, Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	2.7		2.70	4
5	4	DPZ&T	McDonald's Project, Wine.com Brazil	2.5		2.50	2
6	6	VML	Nespresso(Digital) Brazil, Raizen y Shell(Digital) Brazil	1.5		1.50	2
7	7	Revolution	Salfer Brazil, Eletroshopping Brazil, Tanyx Brazil	1.4		1.40	3
8	23	Niña	Temaiken Argentina, La Nación Argentina, Fiat(Digital) Argentina	1.3		1.30	3
9=	8=	CP+B	B.blend Brazil, Bravecto Brazil	1.0		1.00	2
9=	8=	TBWA	McDonald's Argentina	1.0		1.00	1
9=	8=	Amo	Foxton Brazil, Banco de Alimentos Brazil	1.0		1.00	2
9=	32	Y&R	Televisión Nacional de Chile	1.0		1.00	1
9=	-	Carlos y Dario	AXION energy Argentina	1.0		1.00	1
14	11	Geometry	Fogón Colombia, Universidad de los Andes Colombia	0.9		0.90	2
15=	12=	Nextperience	Reebok Argentina	0.5		0.50	1
15=	12=	DDB	Easy Taxi Brazil	0.5		0.50	1
15=	12=	Artplan	Gruppo Campari Brand Brazil	0.5		0.50	1
15=	12=	Menta Propaganda	Polaris Indian Motorcycle	0.5		0.50	1
15=	12=	Jüssi	Rede Brazil (Digital)	0.5		0.50	1
15=	12=	Wieden & Kennedy	Subway Brazil	0.5		0.50	1
						34.40	38

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Apr 2016

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	Mediacom	Sony Electronics LATAM Project, Derco Peru, Cablemas Telecomunicaciones Mexico	3.3		3.26	4
2	3=	Havas Media	PepsiCo (Digital). AXION energy Argentina	3.1		3.10	4
3	2	PHD	Bayer Mexico, Old Navy Mexico	1.8		1.80	2
4	3=	OMD	Walgreens-Boots Mexico & Chile	0.5		0.50	2
5	5	Initiative	BMW Mexico, Sherwin Williams Mexico, ONPE Peru	0.4		0.38	9
6	6	Universal McCann	Fontur Colombia	0.1		0.12	3
7	7	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
8	8	BPN	Smar Fit Mexico	0.1		0.07	1
9=	9=	Vizeum		0.0		0.00	0
9=	9=	Carat		0.0		0.00	0
9=	9=	Mindshare		0.0		0.00	0
9=	9=	Dentsu Media		0.0		0.00	0
9=	9=	Reprise		0.0		0.00	0
9=	9=	MEC		0.0		0.00	0
9=	9=	Zenith		0.0		0.00	0
16	16	Starcom		0.0	Pfizer Mexico	-0.45	0
						8.88	26

### 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](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.