

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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, Cielo Brazil	3.6		3.6	8
2	1=	Wieden & Kennedy	Westwing Chile, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	2.6		2.6	5
3	3	Ogilvy	Paramount Pictures Brazil, KLM Brazil, Tiffany 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
4=	-	Don	Nextel Mexico, Fibercorp Argentina	2.0		2.0	2
7	6	TBWA	El Portón Mexico, Vips Mexico, Clinica Alemana Chile	2.0	PZ Cussons	1.8	3
8=	8	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.5	2
8=	-	Shackleton Chile	Kidzania, América Solidaria(digital)	1.5		1.5	2
10	23	Grey Group	Eukanuba Argentina	1.3		1.3	2
11=	-	Africa	Unimed-Rio	1.0		1.0	1
11=	9=	Beker	Banco Santander Mexico	1.0		1.0	1
11=	9=	Wunderman	MetLife Digital(LATAM)	1.0		1.0	1
11=	9=	Fbiz	Nescafé Dolce Gusto Brazil	1.0		1.0	1
11=	9=	Modo Santiago	Nestle Brand Chile	1.0		1.0	1
11=	9=	Carlos y Darío	DirecTV LATAM	1.0		1.0	1
11=	-	Publicis	Renault Chile	1.0		1.0	1
11=	-	BETC	ideia!zarvos Brazil, DZARM Brazil	1.0		1.0	2
19	33	Italia	Dow AgroSciences Argentina, Racing Club Argentina	0.9		0.9	2
20	7	BBDO	Lacthosa-Sula Honduras	1.8		0.8	3
						30.3	47

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / May 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(buying) LATAM, Unilever(Search) LATAM	11.5		11.5	4
2	3	Initiative	Temis Lostaló Argentina, SAB Miller Peru, Alcatel LATAM	9.6	Trading Fashion Line Peru	9.6	18
3	2	Mediacom	Hoteles.com Colombia, Comex(buying) Mexico JAC Foton(buying) Peru	5.4		5.4	13
4	4	Universal McCann	La Fabril Ecuador, Subway (Digital) Chile, Pernod Ricard Argentina	0.8	Coca-Cola Ecuador	0.5	16
5	5	BPN	Constructora Colpatria Colombia	0.2		0.2	1
6	6=	Carat		0.0		0.0	0
7	6=	Vizeum		0.0		0.0	0
8	6=	Dentsu Media		0.0		0.0	0
9	6=	MEC		0.0		0.0	0
10	6=	Mitchell		0.0		0.0	0
11	6=	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	13	ZenithOptimedia		0.0	Molinos Argentina	-1.0	0
14	14	Mindshare		0.0	Intercorp Peru	-3.9	0
15	15	Maxus	Little Caesars Mexico	0.3	SC Johnson(buying) LATAM	-9.3	1
						12.5	58

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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