

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	Paramount Pictures Brazil, KLM Brazil, Embratel Brazil	7.5		7.45	35
2	2	CP+B	AB Inbev (Stella Artois) Brazil, General Mills (Yoki Mais Vita) Brazil	4.0		4.00	4
3	3	Y&R	BIC LATAM, Turner Argentina, InkaFarma Peru, SMU Chile	4.2	SMU Chile	3.90	10
4	5	Wieden & Kennedy	Skol Brazil, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	3.6		3.60	6
5	4	JWT	Special K LATAM, Telefé Argentina, Clight Argentina	2.8		2.80	3
6=	6=	Latin3	PayPal LATAM, Under Armour Central America	2.0		2.00	2
6=	6=	Dedo	Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM	2.0		2.00	3
6=	6=	Don	Nextel Mexico, Fibercorp Argentina	2.0		2.00	2
9	20	McCann WorldGroup	CISA Colombia, Cargill Honduras/Costa Rica/Guatemala/Nicaragua	1.5		1.50	2
10=	9	TBWA	El Portón Mexico, Vips Mexico, Clinica Alemana Chile	2.0	PZ Cussons	1.80	3
10=	12	Grey Group	Eukanuba Argentina, Sky Airlines Chile	1.8		1.80	3
12	-	Proximity	Banco Falabella (Digital) Colombia, Dolcegusto (Digital) Colombia, GSK (Digital) Colombia	1.6		1.62	6
13=	10=	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.50	2
13=	10=	Shackleton Chile	Kidzania, América Solidaria(digital)	1.5		1.50	2
15=	13=	Africa	Unimed-Rio Brazil	1.0		1.00	1
15=	13=	Beker	Banco Santander Mexico	1.0		1.00	1
15=	13=	Wunderman	MetLife Digital LATAM	1.0		1.00	1
15=	13=	Fbiz	Nescafé Dolce Gusto Brazil	1.0		1.00	1
15=	13=	Modo Santiago	Nestle Brand Chile	1.0		1.00	1
15=	13=	Carlos y Darío	DirectV LATAM	1.0		1.00	1
						43.47	89

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / July 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	2	Initiative	Soriana Mexico, SAB Miller Peru, Alcatel LATAM, Condones el Tino Colombia	11.9	Trading Fashion Line Peru	11.92	20
2	1	PHD	SC Johnson(buying) LATAM, Unilever(Search) LATAM	11.5		11.50	4
3	3	Mediacom	Pernod Ricard Mexico, Football Album Brazil, FAM Digital Brazil	6.0		6.04	19
4	4	Carat	Farmacias del Ahorro Mexico, Dentix Mexico	0.8		0.80	2
5	5	Universal McCann	La Fabril Ecuador, Subway (Digital) Chile, Tia Maria Argentina	0.8	Coca-Cola Ecuador	0.49	19
6	8=	MEC	MABE Argentina	0.3		0.25	1
7	6	BPN	Constructora Colpatria Colombia	0.2		0.15	1
8	7	Dentsu Media	Omron LATAM	0.0		0.03	1
9=	8=	Vizeum		0.0		0.00	0
9=	8=	OMD		0.0		0.00	0
11	-	Reprise		0.0	Intraway Argentina	-0.07	0
12	12	Havas Media	Intercorp Peru, Tricot Chile, Adidas Brazil	4.5	AB Inbev Mexico	-0.50	5
13	13	ZenithOptimedia		0.0	Molinos Argentina	-0.99	0
14	14	Mindshare		0.0	Intercorp Peru	-3.94	0
15	15	Maxus	Little Caesars Mexico, Grupo Tenacta Argentina	0.5	SC Johnson(buying) LATAM	-9.00	2
						16.69	74

### METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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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