

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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, Kroton Brazil	9.5		9.52	79
2	5	JWT	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	2	CP+B	AB Inbev (Stella Artois) Brazil, General Mills (Yoki Mais Vita) Brazil	4.0		4.00	4
5	4	Wieden & Kennedy	Skol Brazil, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil	3.6		3.60	6
6	10=	Grey Group	Sky Airlines Chile, Gas Natural Fenosa LATAM, Suburbia Mexico	2.6		2.60	5
7=	6=	Latin3	PayPal LATAM, Under Armour Central America	2.0		2.00	2
7=	6=	Dedo	Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM	2.0		2.00	3
7=	6=	Don	Nextel Mexico, Fibercorp Argentina	2.0		2.00	2
10	10=	TBWA	El Portón Mexico, Vips Mexico, Clinica Alemana Chile	2.0	PZ Cussons	1.80	3
11	12	Proximity	Banco Falabella (Digital) Colombia, Dolcegusto (Digital) Colombia, GSK (Digital) Colombia	1.6		1.62	6
12=	13=	Kingdom	Merck LATAM, Bayer Animal Health Mexico	1.5		1.50	2
12=	13=	Shackleton	Kidzania Chile, América Solidaria(digital) Chile	1.5		1.50	2
12=	-	Lowe	Gorostiaga Automóviles Paraguay, Yogolatte Paraguay	1.5		1.50	4
15=	15=	Africa	Unimed-Rio Brazil	1.0		1.00	1
15=	15=	Beker	Banco Santander Mexico	1.0		1.00	1
15=	15=	Wunderman	MetLife Digital LATAM	1.0		1.00	1
15=	15=	Fbiz	Nescafé Dolce Gusto Brazil	1.0		1.00	1
15=	15=	Modo Santiago	Nestle Brand Chile	1.0		1.00	1
15=	15=	Carlos y Darío	DirectV LATAM	1.0		1.00	1
						51.64	142

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Aug 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, Condone el Tino Colombia	11.9	Trading Fashion Line Peru	11.92	20
2	2	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	6	MEC	MABE Argentina, AT&T Mexico, GE Argentina	1.8		1.75	3
5	7	BPN	Constructora Colpatria Colombia, CCU-Ecusa Chile, Propais Colombia	1.2		1.16	3
6	4	Carat	Farmacias del Ahorro Mexico, Dentix Mexico	0.8		0.80	2
7	5	Universal McCann	Subway (Digital) Chile, Tia Maria Argentina, Scotiabank Uruguay	1.0	Coca-Cola Ecuador	0.64	20
8	12	Havas Media	InterCorp Peru, Tricot Chile, Adidas Brazil, Jumex Mexico, Cinepolis Mexico	5.6	AB Inbev Mexico	0.59	8
9	8	Dentsu Media	Omron LATAM	0.0		0.03	1
10	9=	Vizeum		0.0		0.00	0
11	11	Reprise		0.0	Intraway Argentina	-0.07	0
12	13	ZenithOptimedia		0.0	Molinos Argentina	-0.99	0
13	14	Mindshare		0.0	InterCorp Peru	-3.94	0
14	9=	OMD		0.0	Visa LATAM	-4.00	0
15	15	Maxus	Little Caesars Mexico, Grupo Tenacta Argentina	0.9	SC Johnson(buying) LATAM	-8.60	3
						16.84	83

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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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