

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Nov 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 | Aeroméxico Mexico, Tecate Mexico, Paramount Pictures Brazil | 11.5 | | 11.52 | 80 |
| 2 | 2 | J Walter Thompson | Coca-Cola Brazil, Cargill Brazil, Coppertone Brazil, Alfa Colombia | 7.6 | | 7.60 | 8 |
| 3 | 3 | Y&R | BIC LATAM, Turner Argentina, InkaFarma Peru, SMU Chile, Transbank Chile | 5.2 | | 5.20 | 12 |
| 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 | 11 | TBWA | El Portón Mexico, Vips Mexico, Go Daddy Mexico/Brazil | 3.5 | PZ Cussons | 3.30 | 5 |
| 7= | 6 | Publicis | Renault Chile, Ninho Brazil, Passatempo Brazil | 3.0 | | 3.00 | 3 |
| 7= | - | Cheil | Telefónica Chile, Sodexo Chile, Sanofi Chile | 3.0 | | 3.00 | 3 |
| 9 | 7 | Grey Group | Sky Airlines Chile, Ruca Malen Argentina, Jose Cuervo Mexico | 2.9 | | 2.90 | 6 |
| 10 | 29 | BBDO | Lacthosa-Sula Honduras, C&A Brazil | 2.8 | | 2.80 | 4 |
| 11 | 8= | Don | Nextel Mexico, Fibercorp Argentina, ICBC Argentina | 2.3 | | 2.30 | 3 |
| 12= | 8= | Latin3 | PayPal LATAM, Under Armour Central America | 2.0 | | 2.00 | 2 |
| 12= | 8= | Dedo | Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM | 2.0 | | 2.00 | 3 |
| 14 | 12 | Proximity | Banco Falabella (Digital) Colombia, Dolcegusto (Digital) Colombia, GSK (Digital) Colombia | 1.6 | | 1.62 | 6 |
| 15= | 14= | Kingdom | Merck LATAM, Bayer Animal Health Mexico | 1.5 | | 1.50 | 2 |
| 15= | 14= | Shackleton | Kidzania Chile, América Solidaria(digital) Chile | 1.5 | | 1.50 | 2 |
| 15= | 14= | Mullen Lowe | Gorostiaga Automóviles Paraguay, Yogolatte Paraguay | 1.5 | | 1.50 | 4 |
| 15= | 14= | Why | Opposite, Foster, Newén Maqui | 1.5 | | 1.50 | 3 |
| 15= | 19= | Africa | Unimed-Rio Brazil, Qualy Brazil | 1.5 | | 1.50 | 2 |
| 20 | 17 | FCB | Caliente Interactive, Communication Council, Church & Dwight | 1.3 | | 1.30 | 3 |
| | | | | | | 63.64 | 161 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Nov 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 | Unilever LATAM, SAB Miller Peru, Alcatel LATAM, Monomeros Colombia | 40.6 | Trading Fashion Line Peru | 40.54 | 26 |
| 2 | 1 | Starcom MediaVest | Walmart Mexico, Visa LATAM, Citigroup LATAM, Mondelez LATAM | 22.3 | | 22.25 | 4 |
| 3 | 3 | PHD | SC Johnson(buying) LATAM, Unilever(Search) LATAM | 11.5 | | 11.50 | 4 |
| 4 | 4 | Mediacom | Mars LATAM, Pernod Ricard Mexico, Football Album Brazil, FAM Digital Brazil | 9.5 | | 9.54 | 21 |
| 5 | 5 | Universal McCann | Coca-Cola Regional, Subway (Digital) Chile, Dentix Colombia, EMCali Colombia | 5.0 | Coca-Cola Ecuador | 4.42 | 26 |
| 6 | 6 | BPN | Constructora Colpatria Colombia, CCU-Ecusa Chile, Propais Colombia | 1.2 | | 1.22 | 5 |
| 7 | 7 | Carat | Farmacias del Ahorro Mexico, Dentix Mexico | 0.8 | | 0.80 | 2 |
| 8 | 9 | Vizeum | PedidosYa Argentina | 0.3 | | 0.25 | 1 |
| 9 | 10 | Mindshare | General Mills LATAM | 4.1 | Intercorp Peru | 0.19 | 1 |
| 10 | 11 | Dentsu Media | Omron LATAM | 0.0 | | 0.03 | 1 |
| 11 | 12 | Reprise | | 0.0 | Intraway Argentina | -0.07 | 0 |
| 12 | 13 | MEC | ABB(Digital) Argentina, MABE Argentina, AT&T Mexico, GE Argentina | 2.0 | Citigroup LATAM | -0.25 | 4 |
| 13 | 14 | OMD | Diageo Mexico, Diageo Colombia, Tigo Colombia | 2.5 | Visa LATAM | -1.50 | 3 |
| 14 | 8 | Havas Media | EA Games Mexico, Intercorp Peru, Tricot Chile, Adidas Brazil, Jumex Mexico | 5.8 | Mars LATAM | -1.72 | 9 |
| 15 | 15 | ZenithOptimedia | BASF LATAM | 0.3 | Molinos Argentina | -4.86 | 1 |
| 16 | 16 | Maxus | Arredo Argentina, My Urban, ESSEN, Little Caesars Mexico | 1.6 | SC Johnson(buying) LATAM | -7.90 | 6 |
| | | | | | | 74.44 | 114 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 159 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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