

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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	6	Mullen Lowe	Smart Fit Brazil, Lenovo LATAM	3.6		3.60	2
3	2	Publicis	Molico (Nestlé) Brazil, Kit Kat & Crunch (Nestlé) Panama	1.7		1.70	3
4	7=	FCB	Serasa Consumidor Brazil, Bissú Cosméticos Mexico	2.0	Gruppo Campari Brand Brazil	1.50	4
5	3	Revolution	Salfer Brazil, Eletroshopping Brazil, Tanyx Brazil	1.4		1.40	3
6=	4	CP+B	B.blend Brazil, Bravecto Brazil	1.0		1.00	2
6=	15	TBWA	McDonald's Argentina	1.0		1.00	1
6=	-	VML	Nespresso Brazil (Digital)	1.0		1.00	1
9	5	Geometry	Fogón Colombia, Universidad de los Andes Colombia	0.9		0.90	2
10=	7=	Nextperience	Reebok Argentina	0.5		0.50	1
10=	-	DDB	Easy Taxi Brazil	0.5		0.50	1
10=	-	Artplan	Gruppo Campari Brand Brazil	0.5		0.50	1
10=	-	Menta Propaganda	Polaris Indian Motorcycle	0.5		0.50	1
10=	-	Jüssi	Rede Brazil (Digital)	0.5		0.50	1
15=	-	Di Paola	ADT Tyco Argentina	0.4		0.40	1
15=	-	SCPF	ITESM	0.4		0.40	1
17	10	Visual Latina	Whirlpool LATAM	0.2		0.20	1
18=	11	J Walter Thompson		0.0		0.00	0
18=	12	Y&R		0.0		0.00	0
18=	13	Wieden & Kennedy		0.0		0.00	0
						25.60	27

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Feb 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	PHD	Bayer Mexico, Old Navy Mexico	1.8		1.80	2
2	4	Mediacom	Pfizer Mexico, Huawei Peru, Derco Peru	0.8		0.76	3
3-	15	Havas Media	PepsiCo (Digital), AXION energy Argentina	0.5		0.50	2
3-	2	OMD	Walgreens-Boots Mexico & Chile	0.5		0.50	2
5	3	Initiative	BMW Mexico, Sherwin Williams Mexico, ONPE Peru	0.4		0.38	9
6	5	Universal McCann	Fontur Colombia	0.1		0.12	3
7	6	Maxus	Laboratorios Chopo Mexico	0.1		0.10	1
8	9	BPN	Smar Fit Mexico	0.1		0.07	1
9-	8	Vizeum		0.0		0.00	0
9-	10	Carat		0.0		0.00	0
9-	11	Mindshare		0.0		0.00	0
9-	12	Dentsu Media		0.0		0.00	0
9-	13	Reprise		0.0		0.00	0
9-	14	MEC		0.0		0.00	0
9-	16	Zenith		0.0		0.00	0
16	7	Starcom		0.0	Pfizer Mexico	-0.45	0
						3.78	23

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 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.