

Top 50 Ad Agencies 2010

| 2009 | 2010 | Agency | 2010 (US\$ 000) | 2009 (US\$ 000) | Var, % |
|------|------|--|--------------------|--------------------|--------|
| 1 | 1 | Y&R | 1,182,276 | 1,071,554 | 5 |
| 2 | 2 | ALMAPBBDO | 474,733 | 396,449 | 14 |
| 5 | 3 | JWT | 453,797 | 329,526 | 31 |
| # | 4 | WMCCANN | 413,754 | | # |
| 3 | 5 | BORGHIERH LOWE | 409,523 | 343,565 | 14 |
| 6 | 6 | NEOGAMA | 382,071 | 301,396 | 21 |
| 4 | 7 | OGILVY & MATHER | 355,541 | 335,702 | 1 |
| 7 | 8 | DM9DDB | 348,131 | 295,671 | 12 |
| 9 | 9 | AFRICA | 333,717 | 245,844 | 30 |
| 10 | 10 | F/NAZCA S&S | 329,045 | 226,368 | 39 |
| 19 | 11 | EURO RSCG BRASIL | 323,865 | 159,237 | 94 |
| 14 | 12 | Z + | 314,329 | 184,824 | 62 |
| 8 | 13 | FISCHER + FALA | 250,129 | 248,491 | -4 |
| 13 | 14 | LEO BURNETT | 248,418 | 196,714 | 20 |
| 15 | 15 | PPR | 245,239 | 184,445 | 27 |
| 16 | 16 | TALENT | 214,901 | 179,244 | 14 |
| 24 | 17 | MULTI SOLUTION | 205,970 | 125,451 | 57 |
| 25 | 18 | ARTPLAN | 204,302 | 122,748 | 59 |
| 12 | 19 | GIOVANNI + DRAFTFCB | 200,819 | 197,557 | -3 |
| 17 | 20 | 141 SOHO SQUARE | 197,910 | 171,118 | 10 |
| 22 | 21 | PUBLICIS BRASIL | 178,257 | 146,179 | 16 |
| 31 | 22 | LODUCCA | 171,203 | 73,079 | 124 |
| 21 | 23 | LEW'LARA\TBWA | 171,123 | 154,270 | 6 |
| 23 | 24 | DPZ | 156,073 | 142,054 | 5 |
| 20 | 25 | PROPEG | 142,389 | 155,924 | -13 |
| 18 | 26 | MY PROPAGANDA | 130,525 | 164,410 | -24 |
| 26 | 27 | P A PUBLICIDADE | 129,804 | 91,799 | 35 |
| 28 | 28 | TATERKA | 121,670 | 82,530 | 41 |
| 27 | 29 | NOVA SB | 115,652 | 89,436 | 23 |
| 30 | 30 | SALLES CHEMISTRI | 99,633 | 79,950 | 19 |
| # | 31 | GREY BRASIL | 98,485 | | # |
| 40 | 32 | FULLPACK COMUNICAÇÃO | 86,799 | 58,012 | 43 |
| 29 | 33 | AGE | 85,676 | 82,176 | -1 |
| 33 | 34 | MASTER | 79,808 | 72,044 | 6 |
| 35 | 35 | PRO BRASIL | 79,540 | 68,184 | 11 |
| 38 | 36 | P & M PUBLICIDADE E MARKETING | 78,544 | 63,273 | 18 |
| 37 | 37 | MOMA PROPAGANDA | 77,321 | 65,730 | 12 |
| 45 | 38 | QG PROPAGANDA | 67,438 | 43,071 | 49 |
| 34 | 39 | LUA BRANCA | 62,716 | 71,401 | -16 |
| 50 | 40 | DCS COMUNICAÇÕES | 60,810 | 36,519 | 59 |
| 41 | 41 | EUGENIO PUBLICIDADE | 60,530 | 57,255 | 1 |
| 36 | 42 | AGNELO PACHECO COMUNICAÇÃO | 60,129 | 67,873 | -15 |
| 47 | 43 | LONGPLAY COMUNICAÇÃO 360 | 56,985 | 40,129 | 35 |
| ## | 44 | CHEIL | 56,936 | | ## |
| 49 | 45 | DENTSU | 49,215 | 36,950 | 27 |
| ## | 46 | ALTERNATIVA PUBLICIDADE | 44,848 | | ## |
| ## | 47 | HEADS PROPAGANDA | 43,821 | | ## |
| ## | 48 | W JERAL | 43,628 | | ## |
| ## | 49 | WE.COMUNICACAO | 42,862 | | ## |
| 46 | 50 | GP7 | 42,126 | 42,506 | -5 |

Source: Ranking Agencies & Advertisers/Ibope Monitor