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RANKING

AGENCIA S DE PUBLICIDAD

LA PUBLICIDAD DEL FUTURO SE CARACTERIZARÁ POR LA ADAPTACIÓN, INNOVACIÓN Y LA CONEXIÓN CON EL CONSUMIDOR. Pág 40



RANKING



AGENCIAS DE PUBLICIDAD

POSICIÓN			NOMBRE AGENCIA	CIUDAD	20%	30%	30%	20%	100%
DIF	2024	2023			ÍNDICE FINANCIERO	ÍNDICE LABORAL	ÍNDICE DE ATENCIÓN A CLIENTES	ÍNDICE DE PRESENCIA EN MEDIOS DIGITALES	100% TOTAL
0	1	1	VML	CDMX	20.00	29.74	30.00	19.83	99.57
0	2	2	MCCANN WORLDGROUP MÉXICO	CDMX	18.46	30.00	29.49	19.32	97.26
0	3	3	TERAN TBWA	CDMX	17.78	27.95	29.74	19.66	95.13
-2	4	6	GANEM MÉXICO	CDMX	17.44	29.23	27.44	17.61	91.71
0	5	5	FCB NEWLINK	CDMX	19.83	20.00	29.23	19.15	88.21
-3	6	9	VALE NETWORK	CDMX	19.32	21.54	28.97	17.09	86.92
-5	7	12	CHEIL MÉXICO	CDMX	15.38	28.72	25.13	16.58	85.81
8	8	0	MULLENLOWE SSP3	CDMX	14.19	27.69	26.41	17.26	85.56
2	9	7	BBDO MEXICO	CDMX	18.97	27.44	23.08	14.36	83.85
-8	10	18	AREA6	CDMX	17.09	20.26	27.95	14.70	80.00
-2	11	13	FERRER	CDMX	19.66	21.79	26.15	11.62	79.23
4	12	8	PAUTA CREATIVA	CDMX	13.85	22.56	25.90	16.07	78.38
13	13	0	ISLA	CDMX	1.20	28.97	24.36	17.44	71.97
0	14	14	ARCHER TROY	CDMX	18.80	28.21	4.87	20.00	71.88
-5	15	20	ABCW	CDMX	16.41	16.92	19.49	18.97	71.79
16	16	0	LLYC	CDMX	11.28	22.82	21.28	14.19	69.57
17	17	0	PICO LOVE	CDMX	10.94	27.18	19.23	10.60	67.95
8	18	10	CATORCE DIAS	CDMX	18.12	12.82	23.85	12.31	67.09
4	19	15	ELEMENT	CDMX	15.21	29.49	3.33	18.63	66.67
4	20	16	ALQUIMIA TRANSFORMA	JALISCO	16.24	2.82	28.72	18.46	66.24
2	21	19	IFAHTO	CDMX	15.56	26.92	4.10	19.49	66.07
-1	22	23	CEROCUATRO	JALISCO	9.23	17.95	24.87	12.82	64.87
6	23	17	ACHE	CDMX	19.49	1.03	28.46	15.38	64.36
24	24	0	BNN	CDMX	11.45	18.46	22.56	11.28	63.76
-8	25	33	BIRTH GROUP	PUEBLA	14.36	12.31	20.00	15.56	62.22
1	26	25	THINKING GROUP	JALISCO	14.70	18.21	24.10	4.62	61.62
6	27	21	MCCANN HEALTH SI	CDMX	18.63	25.13	15.38	2.05	61.20
-29	28	57	CONCEPT EXPERTS	QUERÉTARO	19.15	9.23	20.51	12.14	61.03
-23	29	52	BOOM PARTNER	CDMX	17.26	17.69	13.59	11.97	60.51
-1	30	31	BIG HACKS	CDMX	7.35	26.15	10.00	16.75	60.26
31	31	0	BE GROUP AGENCY	CDMX	12.48	15.38	22.05	10.09	60.00
-44	32	76	CONECTICA AGENCIA CREATIVA	PUEBLA	11.79	7.69	22.31	17.78	59.57
-39	33	72	BIPOLAR	NUEVO LEÓN	8.38	21.28	21.54	8.21	59.40
-39	34	73	FLOW MARKETING GROUP	BAJA CALIFORNIA	12.65	11.03	21.03	14.02	58.72
-60	35	95	RIOJAS MALO AGENCIA DE MARKETING	VERACRUZ	13.50	13.85	17.44	13.68	58.46
6	36	30	V MAS IDEAS	PUEBLA	18.29	23.08	16.67	0.17	58.21
-1	37	38	VISUAL CREATIVOS	BAJA CALIFORNIA	14.53	24.10	7.95	11.45	58.03
-20	38	58	CONNECTOR AGENCY	NUEVO LEÓN	8.89	10.77	24.62	13.16	57.44
39	39	0	TANGENTE	MÉXICO	9.57	25.90	17.69	3.76	56.92
-28	40	68	1089	QUERÉTARO	15.04	14.10	14.36	12.65	56.15
41	41	0	MIRAMAR DESCIENCE	CDMX	1.37	19.74	26.92	8.03	56.07
42	42	0	OTERO27 FIRMA DE MARKETING INTEGRAL	JALISCO	6.15	20.51	28.21	1.20	56.07
43	43	0	NARANTI MÉXICO	MICHOACÁN	2.39	23.85	18.72	10.43	55.38
5	44	39	LOFT MEDIA LATAM	CDMX	10.26	25.38	10.77	8.72	55.13
21	45	24	RICARTE, MERCADOTECNIA Y COMUNICACIÓN PROFESIONAL	VERACRUZ	14.02	23.59	15.64	1.71	54.96
46	46	0	TARÍN CONTRERAS	NUEVO LEÓN	4.79	25.64	19.74	4.44	54.62
-17	47	64	4G ESTUDIOS	COAHUILA	17.61	11.54	16.15	8.89	54.19
48	48	0	MEDIA CENTER ONE	BAJA CALIFORNIA	4.96	26.67	7.69	13.33	52.65
-21	49	70	VERSATYL COMPANY	VERACRUZ	16.07	13.08	17.18	6.32	52.65
-36	50	86	PARA TODO HAY FANS	JALISCO	16.58	10.51	9.49	15.90	52.48
8	51	43	LA INTUICIÓN	NUEVO LEÓN	13.68	18.72	10.51	9.57	52.48
52	52	0	AVANNA	CDMX	2.74	7.18	27.69	14.87	52.48
53	53	0	ESTUDIO MALACARA	CDMX	7.69	16.67	20.26	7.52	52.14
10	54	44	AKIRA	VERACRUZ	16.75	4.87	16.41	13.85	51.88
7	55	48	CMV R&R PARTNERS	CDMX	15.73	26.41	1.54	6.84	50.51
56	56	0	COMARKA FIRMA CREATIVA	PUEBLA	0.85	5.38	25.64	17.95	49.83
-4	57	61	MERCARTE	CDMX	12.14	16.41	4.62	16.41	49.57
24	58	34	MINT MERCADOTECNIA INTEGRAL	AGUASCALIENTES	16.92	28.46	2.56	0.85	48.80

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