

The independent Media Agency Ignis Media Agency  
in the top 5 of the New Business Barometer study

This is the latest report on the new business activity of the Media Agencies in Argentina "New Business Barometer" of the first half of 2017 conducted by COMvergence where Ignis Media Agency ranks 4th.

Buenos Aires, September 2017.- Ignis Media Agency is part of the top 5 ranking of the "New Business Barometer H1 2017 - About Media Agencies in Argentina", placing Ignis in fourth place.

Each quarter, COMvergence produces a measurement and analysis of new businesses on the main account movements of the Media Agencies. This study was based on the evaluation of 500 pitches of media and movements, completed between January and June 2017 in 21 key markets (Argentina, Australia, Canada, China, Finland, France, Germany, India, Italy, Mexico, Norway, Russia, Spain, USA, UK, Denmark, Holland, Poland, South Africa).

COMvergence is an independent research firm that offers benchmarking studies and a large online database at global, regional and national levels in four key areas: Relationship between agencies and advertisers including new business, headcount & market shares, mergers and acquisitions , Leadership and talent flows.

It is made up of a solid and experienced management team with approximately 20 years of experience in the advertising industry and its work has the support of the main international companies of the Industry.

#### About Ignis Media Agency

Ignis Media Agency is an independent media agency with 17 years of experience in the local and regional market and is one of the founding partners of Local Planet, the only global network of independent media agencies, with presence in more than 60 markets worldwide.

It provides integrated media services: strategic and tactical planning, off-line and on-line negotiation and purchase, digital marketing, SEM, SEO, social networks, digital creativity, market research - among others - an important portfolio of international and national clients.

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