

List of the Media Agencies studied

July 2009	
Major League (13 agencies)	Other local players (4 agencies)
<p>WPP / GroupM <i>Monica ALVAREZ</i> -----</p> <ul style="list-style-type: none"> • MediaCom <i>Sebastian CIVIT</i> • Mindshare <i>Monica ALVAREZ</i> <i>Maxus</i> • Mediaedge:cia <i>Andres GOMEZ</i> <p>Omnicom Media Group -----</p> <ul style="list-style-type: none"> • OMD <i>Fernando CAPALBO</i> • PHD <i>Daniel SANTUCCIO</i> <p>Publicis Groupe Media -----</p> <ul style="list-style-type: none"> • ZenithOptimedia <i>Martin G. TERZANO</i> • Starcom SMG <i>Guillermo TAFET</i> <i>MediaVest</i> <p>Mediabrand <i>Fernando ALVAREZ COLOMBRES</i>-----</p> <ul style="list-style-type: none"> • Initiative <i>Fernando ALVAREZ COLOMBRES</i> • Universal UM • BrandConnection <i>Santiago MARQUEZ</i> <p>Aegis Media-----</p> <ul style="list-style-type: none"> • Carat <i>Miguel Angel RECA</i> • Vizeum – <i>Not present in the market</i> <p>Havas Media <i>Ramiro CASTILLO</i> -----</p> <ul style="list-style-type: none"> • MPG <i>Cristina PARENTE</i> • ARENA <i>Paula REBAGLIATI</i> <i>Proximia</i> <i>Favio FRATICELLI</i> 	<p>Local independent Media Agencies ----- <i>(Including Full Service Agencies)</i></p> <ul style="list-style-type: none"> • EPM <i>Gustavo QUIROGA</i> • IGNIS <i>Alejandro TERZI</i> <i>member of Columbus Media International</i> • Concept Media • Naya