

Por LLORENTE & CUENCA -
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Ocupamos la posición 44 a nivel mundial en el ranking de PRWeek

LLORENTE & CUENCA es la única consultoría de comunicación española en el **Top 50 mundial** según el ranking elaborado por **PRWeek** e incluido en su **Agency Business Report 2018***.

Los resultados correspondientes al ejercicio de 2017 nos han situado en la **posición 44 del ranking global** y en el puesto número 7 del ranking de las Américas (excluyendo Estados Unidos). Además, por número de empleados, con un total de 513 en el momento de la elaboración del ranking, ocupamos el puesto 28 a nivel mundial.



Global Rankings										
Search										
Rank	Agency Name	2017 Global Revenue (\$)	2016 Global Revenue (\$)	% Change	2017 Global Staff	2016 Global Staff	% Change	Revenue Per Staff 2017 (\$)	Revenue per Staff 2016 (\$)	% Change
TOTAL		\$11,055,190,065	\$10,639,381,116	4%	66,812	65,051	3%	\$164,745	\$163,554	1%
1	Edelman	\$893,590,000	\$874,967,000	2%	5,940	5,903	1%	\$150,436	\$148,224	1%
2	Weber Shandwick*	\$805,500,000	\$808,000,000	0%	4,655	4,700	-1%	\$173,040	\$171,915	1%
3	Burson Cohn & Wolfe*	\$691,000,000	\$668,000,000	3%	4,120	4,100	0%	\$167,718	\$162,927	3%
4	FleishmanHillard*	\$578,000,000	\$590,000,000	-2%	2,750	2,800	-2%	\$210,182	\$210,714	0%
5	Ketchum*	\$517,000,000	\$540,000,000	-4%	2,585	2,635	-2%	\$200,000	\$204,934	-2%
6	MSLGroup**	\$470,000,000	\$470,000,000	0%	3,022	3,133	-4%	\$155,526	\$150,016	4%
7	Hill+Knowlton Strategies*	\$390,000,000	\$390,000,000	0%	2,200	2,300	-4%	\$177,273	\$169,565	5%
8	Ogilvy**	\$378,000,000	\$375,000,000	1%	2,661	2,703	-2%	\$142,052	\$138,735	2%
9	BlueFocus (Citizen Relations)	\$321,849,607	\$271,018,736	19%	2,535	2,464	3%	\$126,962	\$109,991	15%
10	Brunswick Group	\$255,900,000	\$269,200,000	-5%	880	895	-2%	\$290,795	\$300,782	-3%
11	Havas PR*	\$220,000,000	\$220,000,000	0%	1,200	1,200	0%	\$183,333	\$183,333	0%

12	MC Group	\$208,333,475	\$195,276,941	7%	1,108	996	11%	\$188,063	\$196,061	-4%
13	Golin**	\$208,000,000	\$202,000,000	3%	1,500	1,500	0%	\$138,667	\$134,667	3%
14	FTI Consulting*	\$192,484,000	\$191,184,000	1%	650	647	0%	\$296,129	\$295,493	0%
15	ICF/ICF Olson	\$168,021,430	\$155,566,678	8%	1,015	909	12%	\$165,538	\$171,140	-3%
16	Porter Novelli*	\$148,500,000	\$151,500,000	-2%	710	720	-1%	\$209,155	\$210,417	-1%
17	Vector	\$146,000,000	\$106,000,000	38%	733	589	24%	\$199,181	\$179,966	11%
18	W2O Group	\$144,330,000	\$122,715,000	18%	651	472	38%	\$221,705	\$259,989	-15%
19	APCO Worldwide	\$128,236,400	\$120,622,100	6%	682	672	1%	\$188,030	\$179,497	5%
20	Sunny Side Up	\$123,323,319	\$124,999,999	-1%	321	336	-4%	\$384,185	\$372,024	3%
21	WE Communications	\$110,400,000	\$101,800,000	8%	868	716	21%	\$127,189	\$142,179	-11%
22	Finsbury**	\$109,800,000	\$106,000,000	4%	253	241	5%	\$433,992	\$439,834	-1%
23	Syneos Health Communications**	\$100,000,000	\$100,000,000	0%	370	393	-6%	\$270,270	\$254,453	6%
24	FischerAppelt	\$96,050,000	\$77,504,000	24%	448	427	5%	\$214,397	\$181,508	18%
25	Finn Partners	\$81,875,948	\$77,707,404	5%	558	485	15%	\$146,731	\$160,221	-8%
26	Avenir Global	\$79,300,000	\$78,000,000	2%	524	536	-2%	\$151,336	\$145,522	4%
27	Text100	\$68,249,080	\$65,964,887	3%	605	599	1%	\$112,808	\$110,125	2%
28	Ruder Finn	\$68,000,000	\$67,400,000	1%	580	570	2%	\$117,241	\$118,246	-1%
29	FSB Comunicação	\$67,370,958	\$70,683,187	-5%	639	659	-3%	\$105,432	\$107,258	-2%
30	PMK-BNC**	\$65,400,000	\$65,000,000	1%	269	280	-4%	\$243,123	\$232,143	5%
31	Zeno Group	\$64,610,786	\$58,674,588	10%	438	406	8%	\$147,513	\$144,519	2%
32	ICR	\$63,426,224	\$55,675,426	14%	180	166	8%	\$352,368	\$335,394	5%
33	MWWPR**	\$59,054,520	\$57,524,300	3%	182	180	1%	\$324,475	\$319,579	2%
34	PRAP Japan	\$58,802,783	\$49,870,826	18%	293	289	1%	\$200,692	\$172,563	16%
35	Freud Communications	\$58,610,364	\$56,297,000	4%	276	263	5%	\$212,356	\$214,057	-1%
36	Marina Maher Communications**	\$55,000,000	\$50,000,000	10%	185	165	12%	\$297,297	\$303,030	-2%
37	DKC	\$52,800,000	\$50,800,000	4%	230	238	-3%	\$229,565	\$213,445	8%
38	Allison+Partners	\$52,280,000	\$47,500,000	10%	344	338	2%	\$151,977	\$140,533	8%
39	Grayling*	\$52,204,500	\$61,661,696	-15%	516	630	-18%	\$101,172	\$97,876	3%
40	Instinctif Partners	\$50,143,000	\$47,907,000	5%	N/A	N/A	N/A	N/A	N/A	N/A
41	Hering Schuppener	\$50,000,000	\$50,000,000	0%	187	178	5%	\$267,380	\$280,899	-5%
42	Dentsu Public Relations**	\$45,300,000	\$44,000,000	3%	268	260	3%	\$169,030	\$169,231	0%
43	Prosek Partners	\$41,680,345	\$33,704,663	24%	144	127	13%	\$289,447	\$265,391	9%
44	Llorente & Cuenca	\$41,034,700	\$37,418,000	10%	513	496	3%	\$79,990	\$75,440	6%
45	Four Communications Group	\$41,001,054	\$43,250,195	-5%	273	277	-1%	\$150,187	\$156,138	-4%
46	Padilla	\$40,078,469	\$39,473,297	2%	225	248	-9%	\$178,127	\$159,167	12%
47	Kyodo Public Relations	\$39,063,336	\$37,723,173	4%	240	223	8%	\$162,764	\$169,162	-4%
48	DeVries Global**	\$38,800,000	\$37,000,000	5%	211	229	-8%	\$183,886	\$161,572	14%
49	Portland*	\$38,670,000	\$36,598,500	6%	200	160	25%	\$193,350	\$228,741	-15%
50	Sermo Communications	\$36,624,810	\$32,025,771	14%	431	394	9%	\$84,976	\$81,284	5%

Americas (non-U.S.) Rankings										
Search										
Rank	Agency Name	2017 Americas (non-U.S.) Revenue (\$)	2016 Americas (non-U.S.) Revenue (\$)	% Change	2017 Americas (non-US) Staff	2016 America's (non-US) Staff	% Change	Revenue Per Staff 2017 (\$)	Revenue Per Staff 2016 (\$)	% Change
1	FSB Comunicação	\$67,370,958	\$70,683,187	-5%	636	656	-3.05%	\$105,929	\$107,749	-2%
2	Burson Cohn & Wolfe*	\$57,000,000	\$55,000,000	4%	320	320	0.00%	\$178,125	\$171,875	4%
3	Edelman	\$51,090,000	\$48,214,000	6%	608	562	8.19%	\$84,030	\$85,790	-2%
4	Hill+Knowlton Strategies *	\$47,000,000	\$50,000,000	-6%	400	464	-13.79%	\$117,500	\$107,759	9%
5	Avenir Global	\$37,000,000	\$35,200,000	5%	298	306	-2.61%	\$124,161	\$115,033	8%
6	MSLGroup**	\$23,000,000	\$20,000,000	15%	180	230	-21.74%	\$127,778	\$86,957	47%
7	Llorente & Cuenca	\$22,367,000	\$20,653,000	8%	290	296	-2.03%	\$77,128	\$69,774	11%
8	Ketchum*	\$19,500,000	\$20,000,000	-3%	105	105	0.00%	\$185,714	\$190,476	-3%
9	Weber Shandwick*	\$15,500,000	\$15,000,000	3%	45	50	-10.00%	\$344,444	\$300,000	15%
10	FleishmanHillard*	\$14,000,000	\$15,000,000	-7%	75	80	-6.25%	\$186,667	\$187,500	0%

* Nota: para acceder al contenido es necesario registrarse en el site de PRWeek, puedes hacerlo desde [aquí](#), es gratuito.