

EMPRESA	LEMBRANÇA - PONTOS	RECALL (%)	Conceito - Total de pontos	RK Lembrança	RK Conceito
Tugarê	4,6600	8,54	43,0	2	1
Publicis	4,0000	7,33	37,0	3	2
Africa	4,9900	9,14	35,0	1	3
W/Brasil	3,3300	6,10	29,0	4	4
Blend Comunicação	3,0000	5,50	26,0	5	5
Limonada Virtual	1,8300	3,35	24,0	7	6
Tiee	1,1600	2,12	21,0	14	7
Dm9	1,5000	2,75	16,0	8	8
Arteria	0,8300	1,52	16,0	25	9
Scalla	0,8300	1,52	16,0	25	9
Ogilvy	1,5000	2,75	15,0	9	11
Lápis De Cor	1,5000	2,75	14,0	10	12
Tbwa/Br	1,0000	1,83	14,0	15	13
Jimenez Associados	1,3300	2,44	12,0	13	14
Giovanni+Draftfcb	1,5000	2,75	10,0	11	15
Am4	1,0000	1,83	10,0	16	16
Fiore Comunicação	1,0000	1,83	10,0	16	16
Pura Propaganda	1,0000	1,83	10,0	16	16
Triunfo Propaganda	1,0000	1,83	10,0	16	16
Zero11	1,0000	1,83	10,0	16	16
Byside	0,5000	0,92	10,0	27	21
Magma	0,5000	0,92	10,0	27	21
Octano	0,5000	0,92	10,0	27	21
Virtuale	0,5000	0,92	10,0	27	21
Mayorga Giudice Publicidade	0,5000	0,92	9,0	31	25
Wr	0,5000	0,92	9,0	31	25
Lew'Lara	0,3300	0,60	9,0	38	27
Ogiva	0,3300	0,60	9,0	38	27
W3	0,3300	0,60	9,0	38	27
Wt	2,0000	3,66	8,0	6	30

Dpz	1,5000	2,75	8,0	12	31
De Lemos	1,0000	1,83	8,0	21	32
Exitus E Graphics	1,0000	1,83	8,0	21	32
Liba	1,0000	1,83	8,0	21	32
Versa	0,5000	0,92	8,0	33	35
Vra	0,5000	0,92	8,0	33	35
Leo Burnett	0,3300	0,60	8,0	41	37
141/Preview	0,5000	0,92	7,0	35	38
Limay	0,3300	0,60	7,0	42	39
Rv Mondel	0,3300	0,60	7,0	42	39
Guiropál	1,0000	1,83	6,0	21	41
Rino	0,5000	0,92	6,0	36	42
Slcom	0,5000	0,92	5,0	37	43
Criando Resultados	0,3300	0,60	5,0	44	44
Evidence	0,3300	0,60	4,0	45	45
Leoni	0,3300	0,60	4,0	45	45
Yw	0,3300	0,60	4,0	45	45
Apoio	0,3300	0,60	2,0	48	48