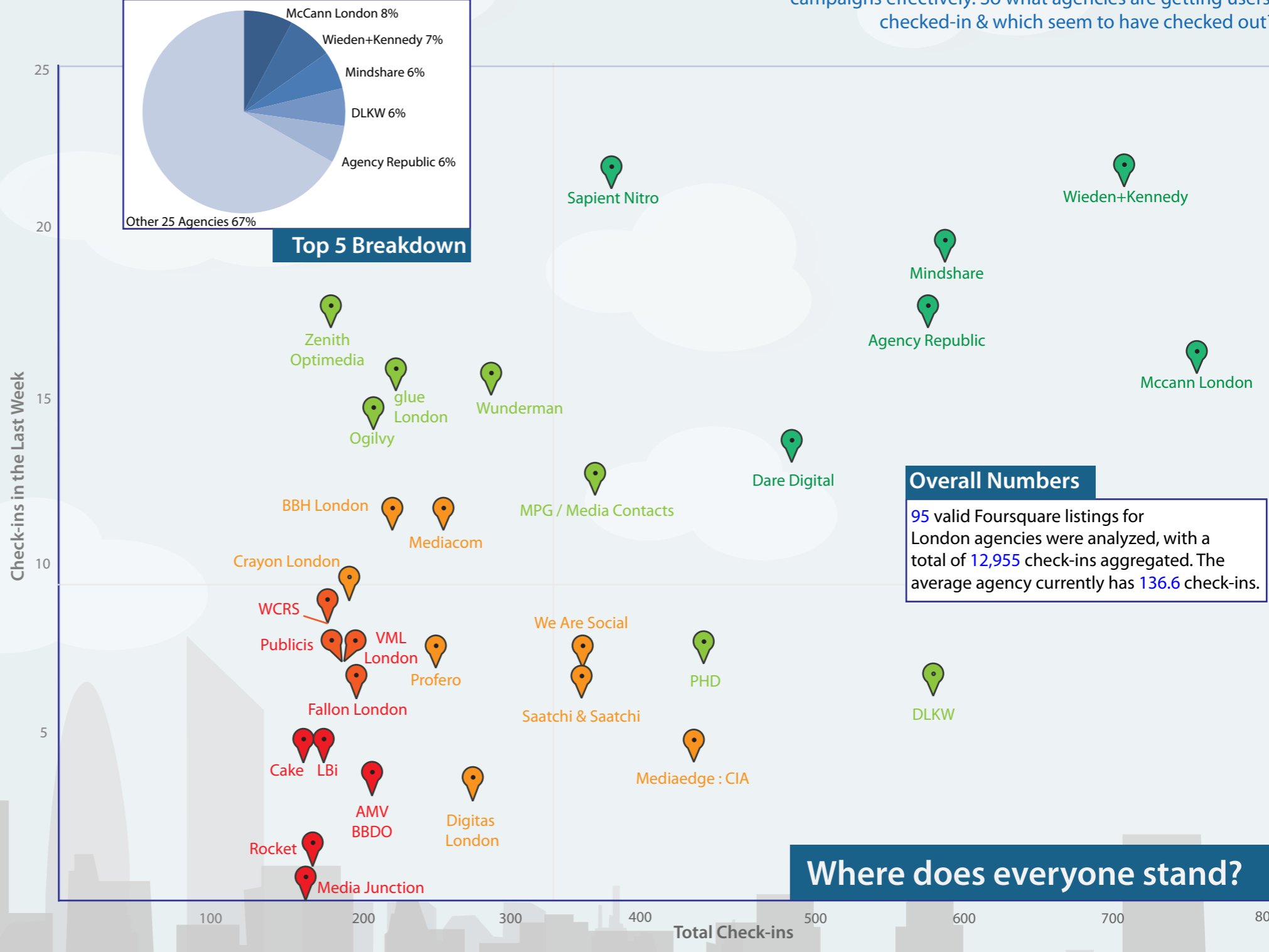
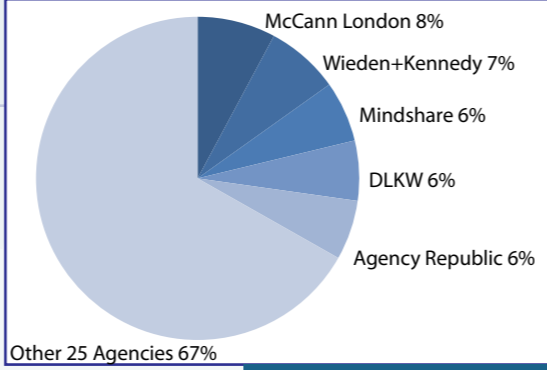


London's ad-land on foursquare

Advertising & Media agencies around the UK metropolis are discovering uses for the geo-location service since its launch in the UK last year. Using the service is key to understanding how it can be applied to Marketing Communication campaigns effectively. So what agencies are getting users checked-in & which seem to have checked out?

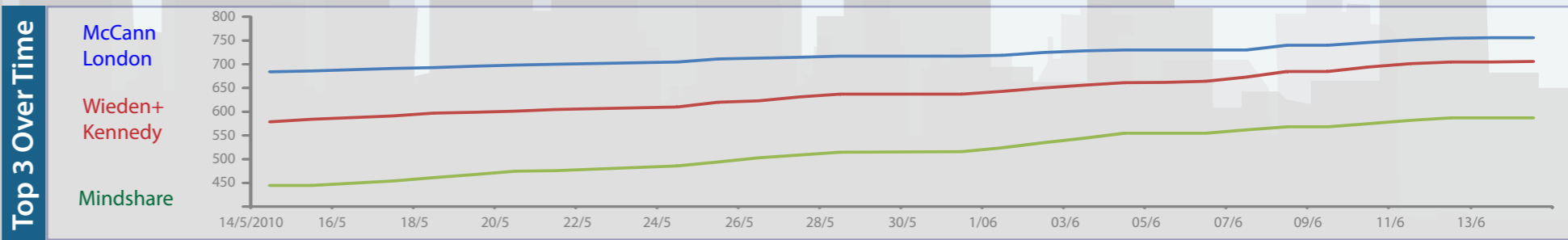
Top 30 London Agencies by Check-ins

Agency Name	Check-ins Total	Week
1.) McCann London	756	16
2.) Wieden+Kennedy	706	21
3.) Mindshare	587	19
4.) DLKW	579	6
5.) Agency Republic	576	17
6.) Dare Digital	485	13
7.) PHD	427	7
8.) MediaEdge: CIA	418	4
9.) Sapient Nitro	366	21
10.) MPG/Media Contacts	355	12
11.) Saatchi & Saatchi	347	6
12.) We are Social	347	7
13.) Wunderman	286	15
14.) Digitas London	274	3
15.) Mediacom	254	11
16.) Profero	249	7
17.) glue London	221	15
18.) BBH London	220	11
19.) Ogilvy	208	14
20.) AMV BBDO	207	3
21.) Fallon London	197	6
22.) Crayon London	192	9
23.) Publicis	188	7
24.) VML London	187	7
25.) Zenith Optimedia	180	17
26.) WCRS	175	8
27.) LBi London	171	4
28.) Rocket	167	1
29.) Cake	164	4
30.) Media Junction	164	0



Overall Numbers

95 valid Foursquare listings for London agencies were analyzed, with a total of 12,955 check-ins aggregated. The average agency currently has 136.6 check-ins.



by DuBose Cole - @DuBoseCole
 *All Data Valid As of 14/6/2010
 **Agency Names are property of their respective owners and no claim is made to an association between such