

<b>Category</b>	<b>2011</b>	<b>2012</b>	<b>% Variation 2012 v 2011</b>
Film	360	454	+26%
Print	509	554	+9%
Outdoor	678	749	+10.5%
Direct	200	298	+49%
Promo & Activation	282	405	+43.5%
Media	355	490	+38%
Radio	143	162	+13%
Design	170	278	+63.5%
Film Craft	160	244	+52.5%
Print & Poster Craft	248	337	+36%
Integrated	56	78	+39%
Digital	342	321	-6%
Mobile	47	74	+57.5%
PR	97	230	+137%
Creative Effectiveness	n/a	34	n/a
Branded Content & Entertainment	n/a	152	n/a
<b>TOTAL</b>	<b>3,647</b>	<b>4,860</b>	<b>33%</b>