

# Advertising Agencies

# California + Florida | New York + Massachussetts

Generated on 07/07/22

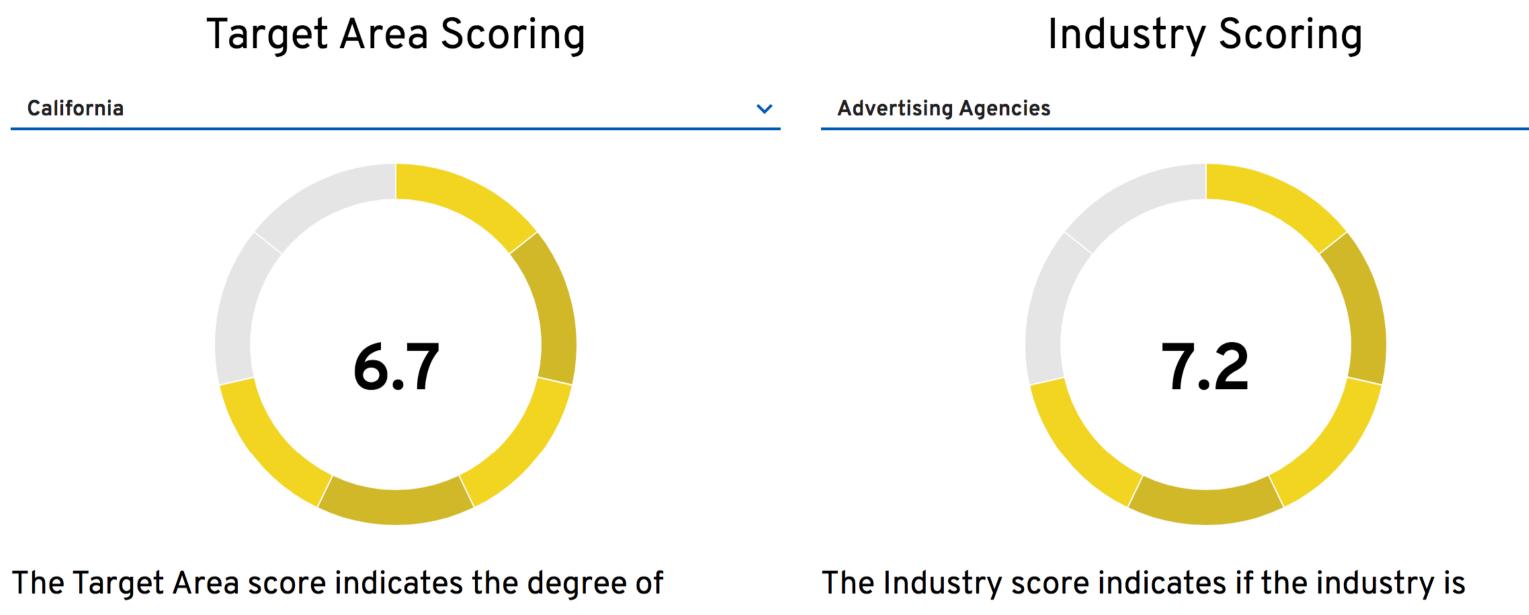




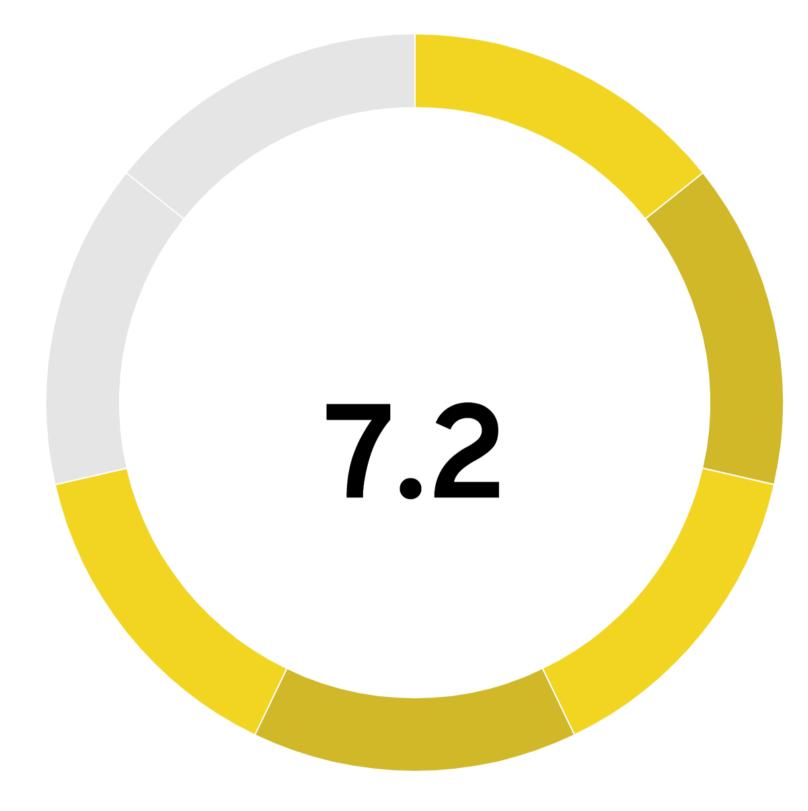
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# Intellihance™ Scores



**Business Opportunity Scoring** 



population growth and economic wellbeing of the location you picked. The factors used to calculate the score are projected population growth rate, per capita income rate, and household growth rate.

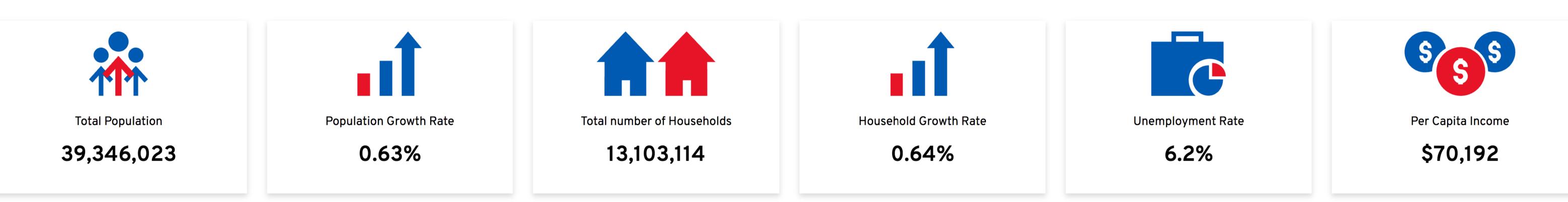
appealing and its potential to earn profits. The factors used to calculate the score are the industry's market size, its growth rate, operating margins, and overall risk score that includes the intensity of the competition in the industry.

The Business Opportunity Score indicates how attractive it is to enter a specific industry in a specific location.

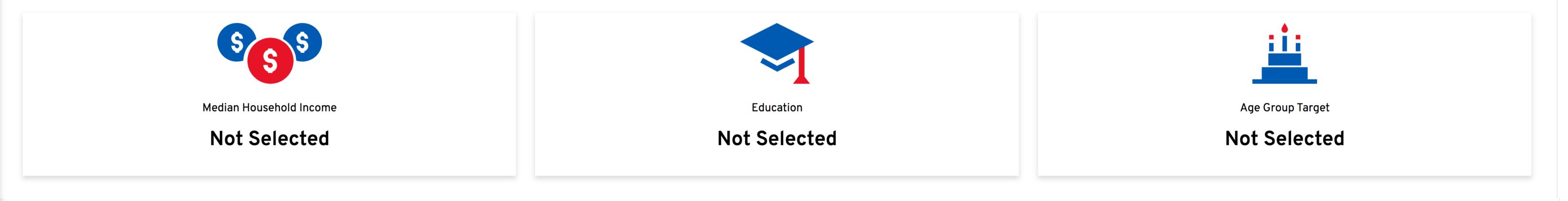
It is a weighted score that combines both the target area score and the industry attractiveness score. Please note that you also need to look at the population size to determine if the market is big enough. Also, while a higher business opportunity score is a good indicator, you need to analyze if you have the resources and capabilities to capture market share and outperform competition.

# Score Ranges: 2.0 to 2.8: Very Low 2.9 to 4.4: Low 4.5 to 5.4: Medium Low 5.5 to 6.4: Medium 6.5 to 7.4: Medium High 7.5 to 8.8: High 8.9 to 10: Very High

#### **California Key Metrics**



### Selected Target Customer Key Metrics

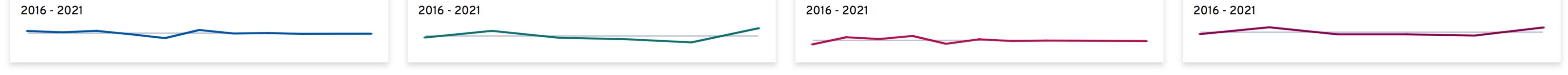


#### Advertising Agencies Key Metrics

#### Data by: IBISWorld Date Sep 21, 2021

Advertising agencies create advertising campaigns for periodicals, newspapers, radio, TV and other media. Through in-house capabilities or subcontracting, ad agencies provide advice, creative services, account management, production of advertising material and media planning and buying (e.g. ad placement).

\$ <b>59.24 BN</b> Revenue	<b>\$ 3.38 BN</b> Profit	Businesses	<b>5.7 %</b> Profit Margin
Annual Growth Annual Growth	Annual Growth	Annual Growth Annual Growth	Annual Growth
2016 - 2021 2021 - 2026	2016 - 2021	2016 - 2021 2021 - 2026	2016 - 2021
3 % 2.4 %	-2.8 %	5.1 % 3.7 %	-1.9 рр
Annual Growth	Annual Growth	Annual Growth	Annual Growth



### Advertising Agencies Multiples

	2016	2017	2018	2019	2020	3-Year	5-Year	10-Year
EBIT/Revenue	22.3	20.5	19.8	20.4	19.9	20	20.6	21
EBITDA/Revenue	25.6	24	24.6	25.3	24.8	24.9	24.9	24.9
Leverage Ratio	3.9	4.2	4.1	4	4.1	4	4.1	4.1

#### Advertising Agencies Risk Score

#### Forecast Period: Ending December 31, 2022

To Calculate the overall risk score, IBISWorld assesses the risks pertaining to industry structure (structure risk), expected future performance (growth risk) and economic forces (sensibility risk).

Risk scores are based on a scale of 1 to 9, where 1 represents the lowest risk and 9 the highest. the three types of risk are scored separately, then weighted and combined to derive the overall risk score.

Risk component	Level	Weight	Score

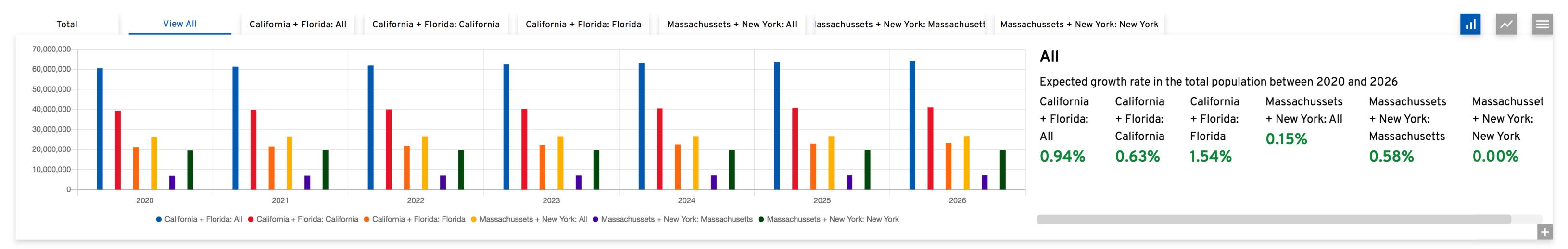




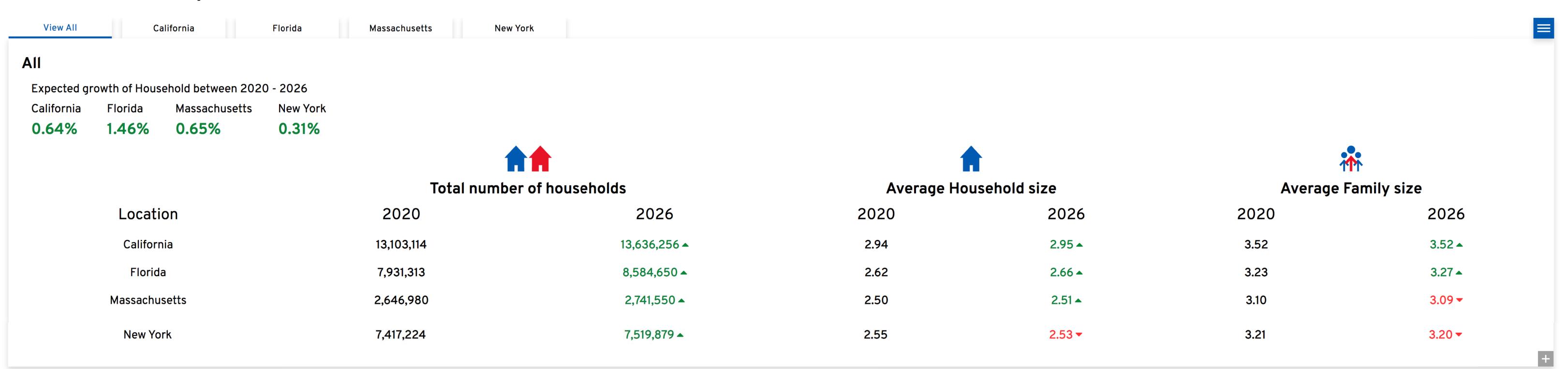
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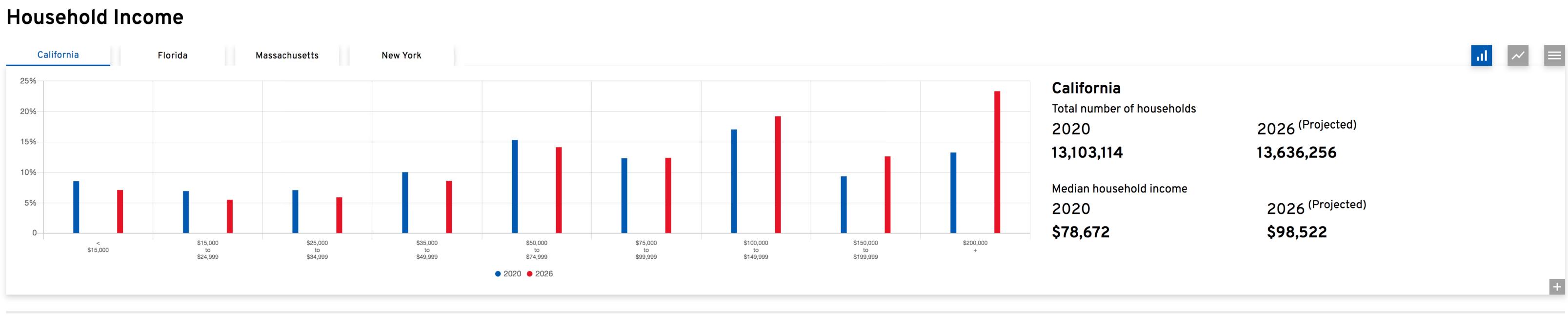
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# **Population Summary**



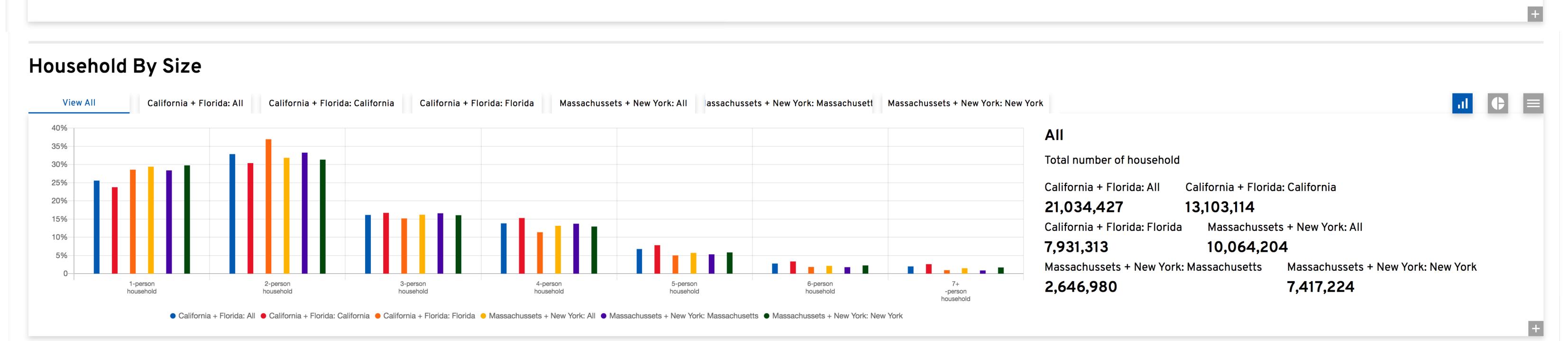
### Household Summary



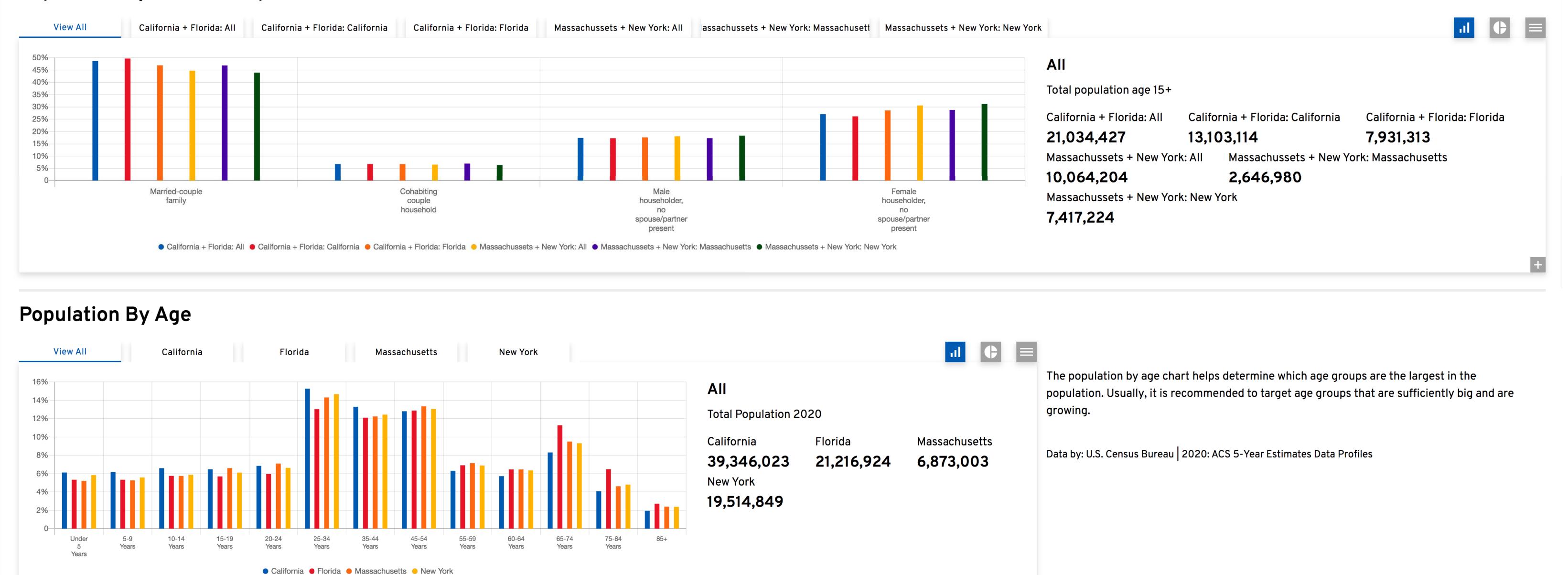


#### Personal Income Summary for the County

Total	View All California + Florida: All	California + Florida: California California + Florida: Florida	Massachussets + New York: All assachussets + New York: Massachusett	Massachussets + New York: New York	
		SSS			
		Population	Personal Income	Per Capita Personal Income	
Total		87,331,740	\$5,954,212.7	\$278,797	



# Population by Relationship and Household



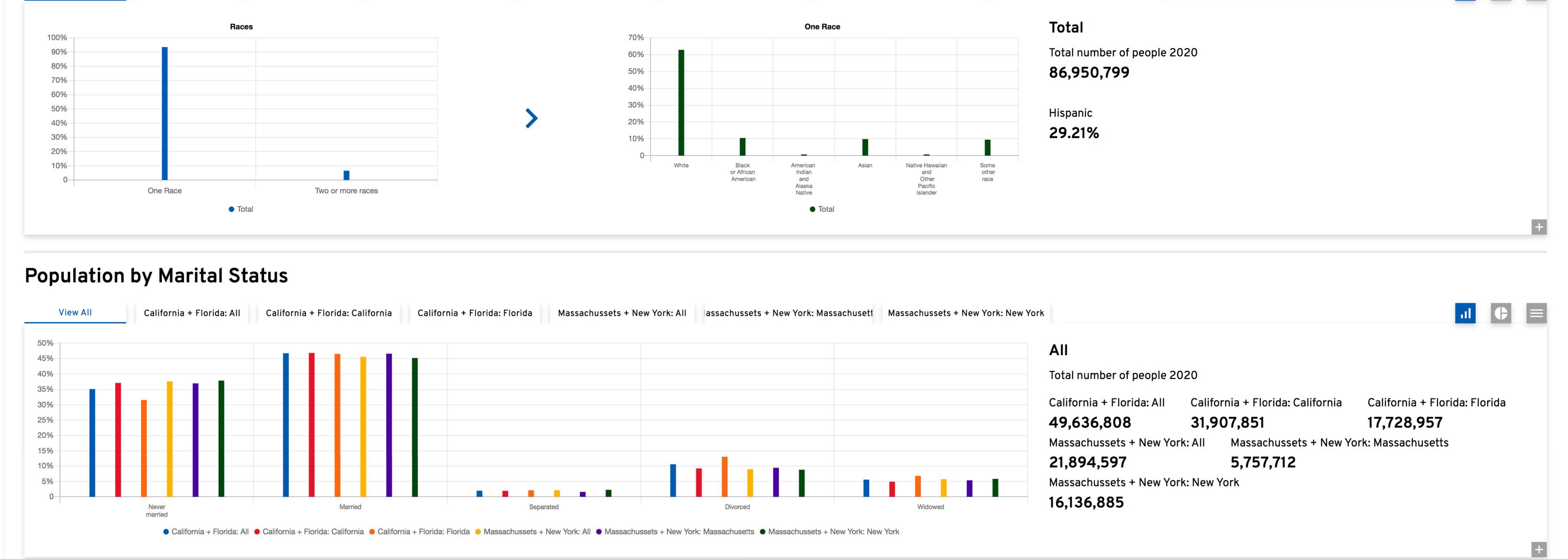
**Population By Gender** 

Total California + Florida: All California + Florida: California California + Florida: Florida: Florida Massachussets + New York: All assachussets + New York: Massachussets + New York: New York: New York: New York: New York: Massachussets + New York: Massachussets + New York: New	rk	
	<b>Total</b> Total number of people 2020	
	<b>86,950,799</b> Male	
	<b>42,747,652</b> Female	
	44,203,147	
• Male • Female		÷

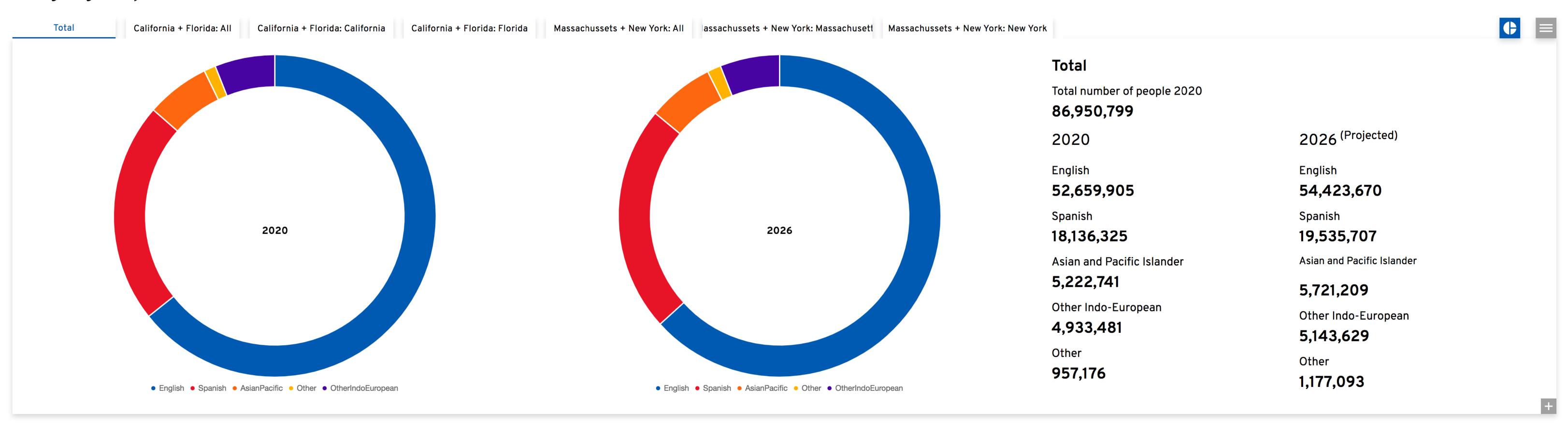
#### **Population By Race Ethnicity**

Total

+



# Languages Spoken

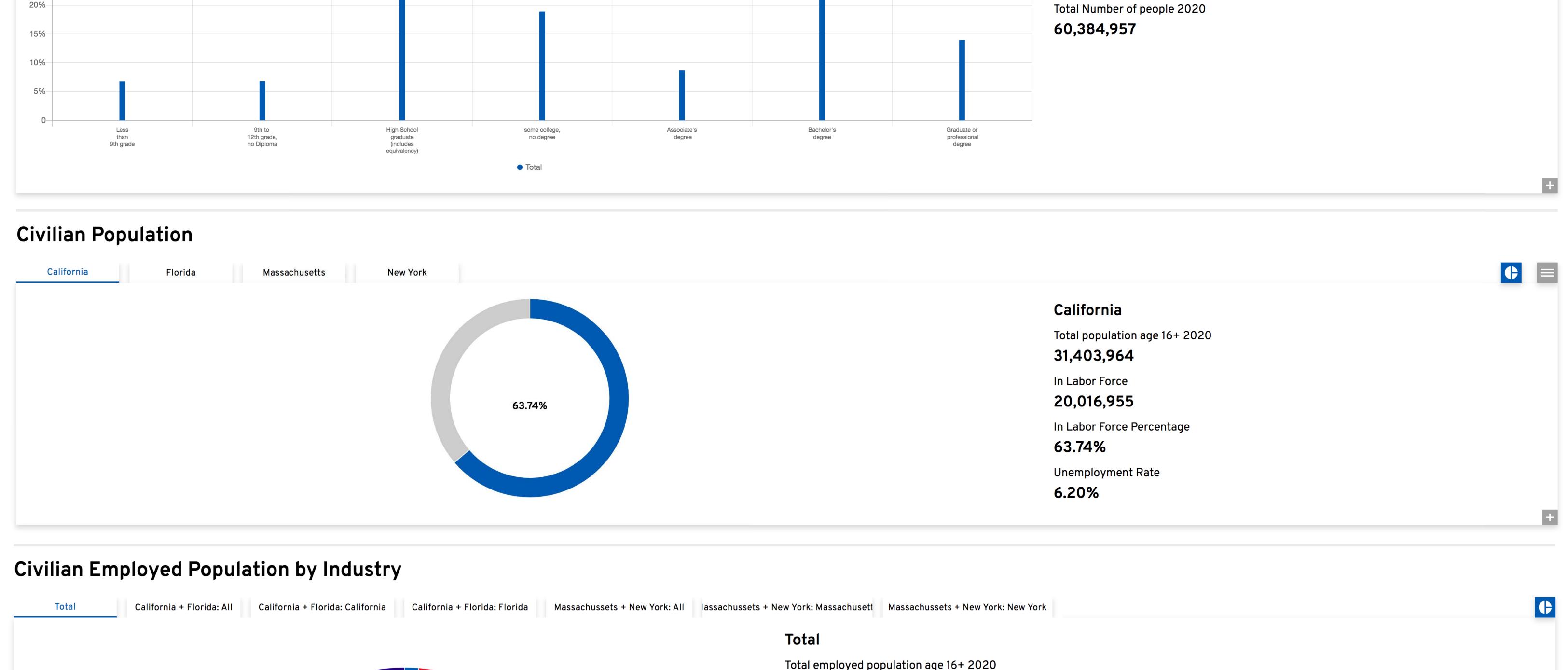


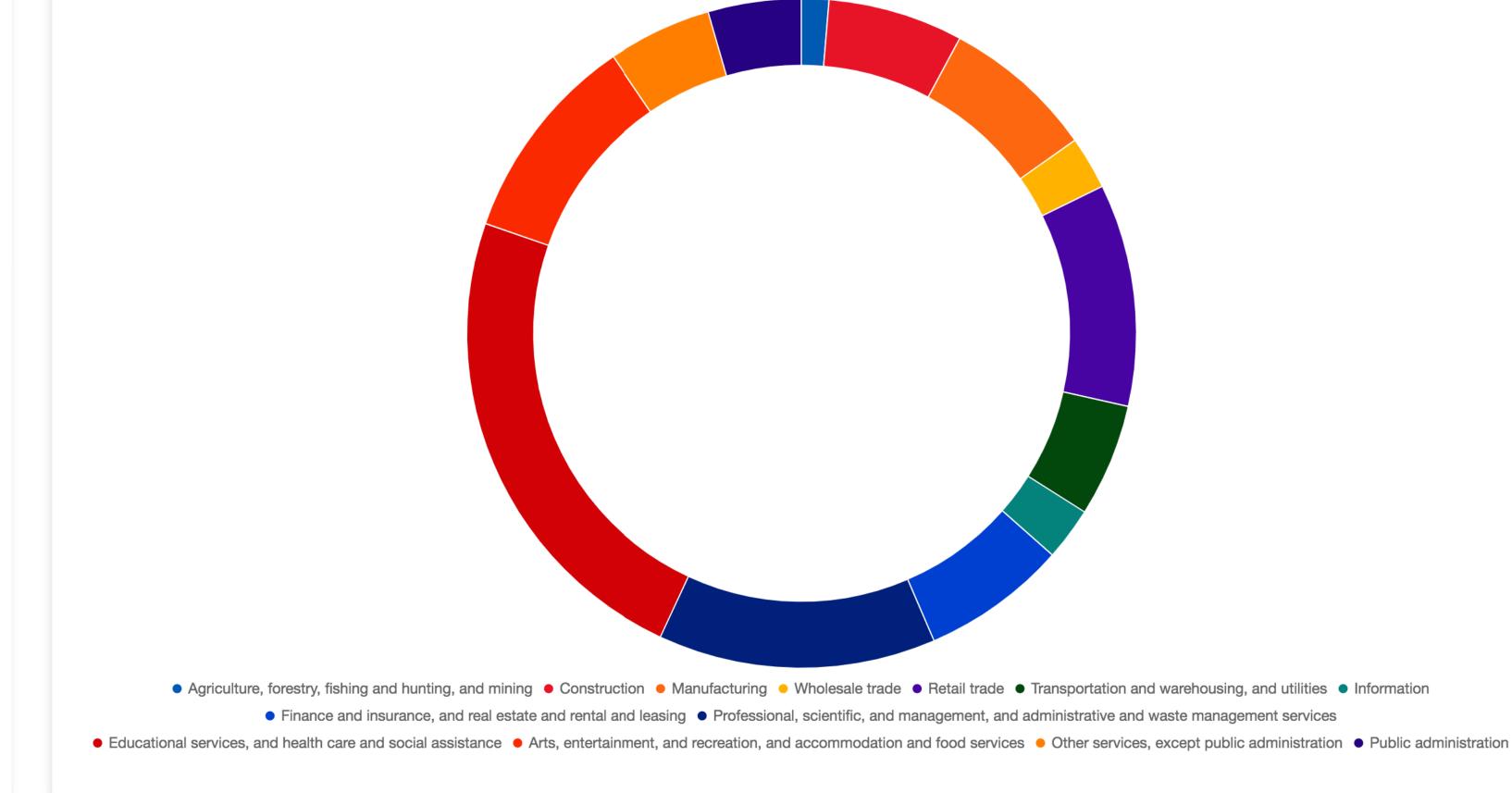
# **Population By Educational Attainment Status**



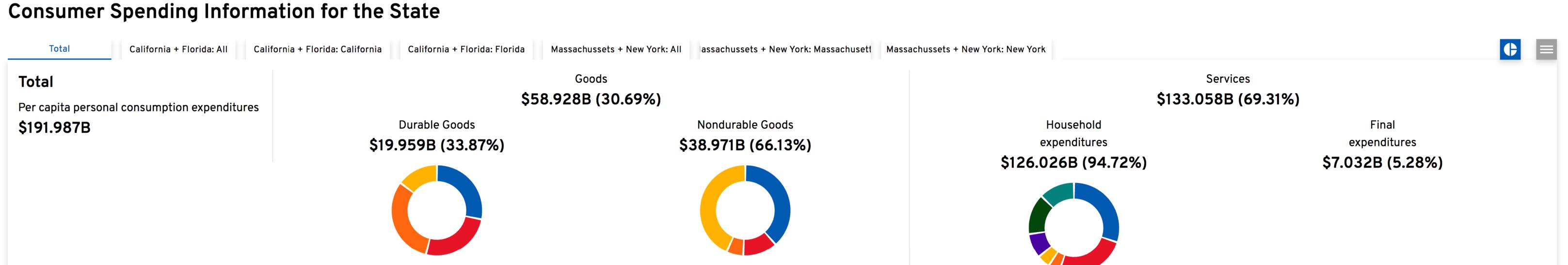
# Population By Educational Attainment Status

Population By	y Educatio	onal Attainme	nt Status					
Total	View All	California + Florida: All	California + Florida: California	California + Florida: Florida	Massachussets + New York: All	assachussets + New York: Massachusett	Massachussets + New York: New York	.ıl 🕒 🚍
25%							Total	
20%							Tatal Number of searly 2020	





	Total		
	Total employed population age 16+ 2020 <b>41,385,970</b>		
	Industry Name	Value	Percentage
	Agriculture, forestry, fishing and hunting, and mining	548,021	1.32%
	Construction	2,697,266	6.52%
	Manufacturing	3,050,436	7.37%
	Wholesale trade	1,055,508	2.55%
	Retail trade	4,453,253	10.76%
	Transportation and warehousing, and utilities	2,257,094	5.45%
	Information	1,057,645	2.56%
	Finance and insurance, and real estate and rental and leasing	2,891,533	6.99%
	Professional, scientific, and management, and administrative and waste management services	5,543,748	13.40%
	Educational services, and health care and social assistance	9,693,746	23.42%
	Arts, entertainment, and recreation, and accommodation and food services	4,204,701	10.16%
on	Other services, except public administration	2,076,850	5.02%
	Public administration	1,856,169	4.49%



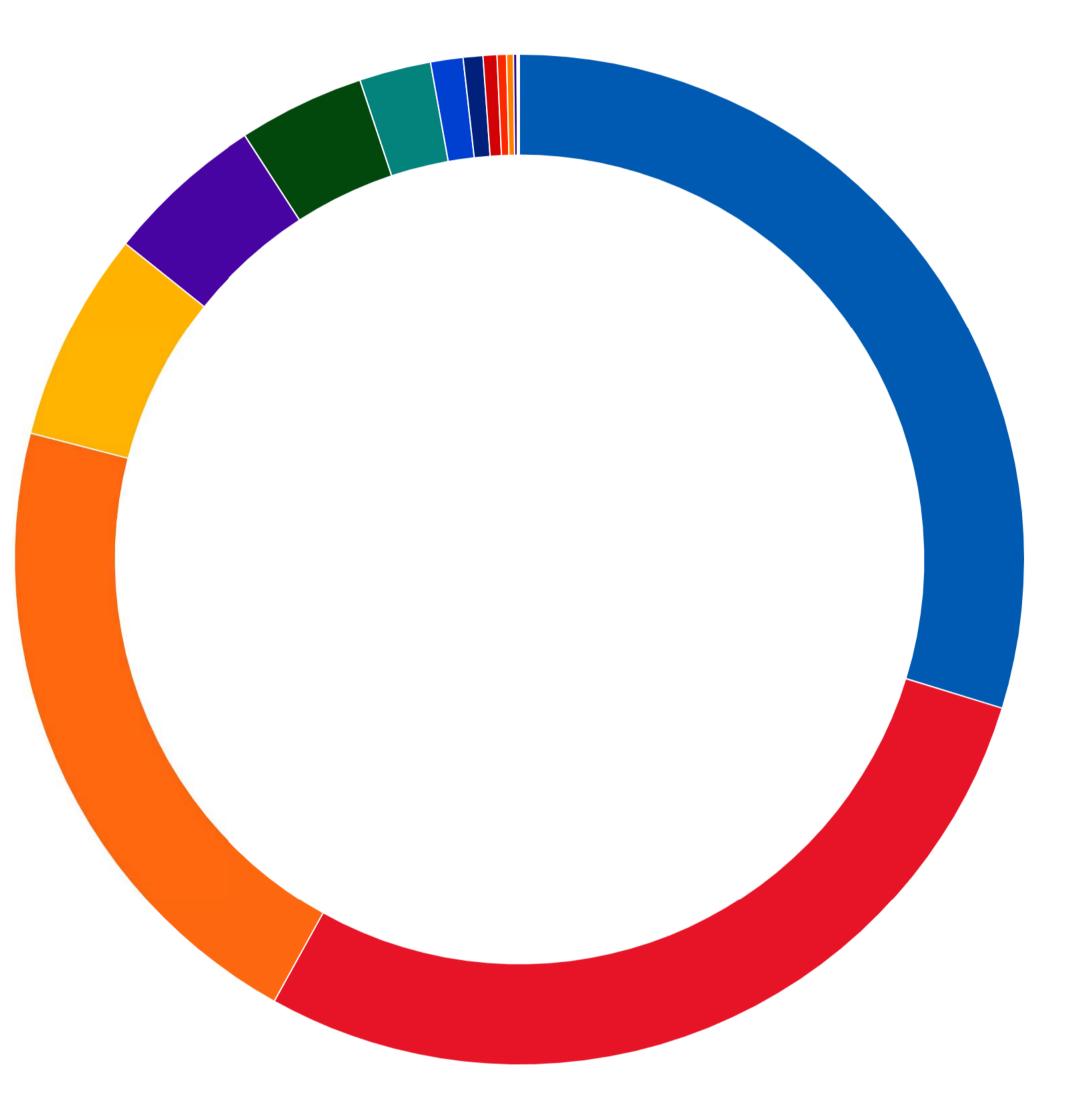


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# **Major Players Nationwide**

#### Data by: IBISWorld Date Sep 21, 2021



# **Barriers to Entry Checklist**

Data by: IBISWorld Date Sep 21, 2021

Competition 🗊	Medium	Θ
Concentration 🗊	Low	$\oslash$
Life Cycle Stage 🗊	Mature	Θ
Capital Intensity 🗊	Low	$\oslash$
Technology Change 🙃	Medium	Θ

٠	1.38% Publicis Groupe SA	R
•	1.09% Chamberlain Marketing Group	
•	0.62% Forrester Research, Inc.	
•	0.28% Hearst Communications Inc.	Ir
•	0.17% Arnold Worldwide	
•	0.12% Cramer-Krasselt	

• 8.04% Interpublic Group Of Companies, Inc.

• 7.65% Omnicom Group Inc.

1.82% Alliance Data Systems Corp

0.06% National Research Corporation

0.01% Sage Communication LLC

• 0.01% Acronym Media Inc.

• <del>72.98% Others</del>

• 0.03% Burrell Communications Group LLC

• 5.66% Wpp Plc

0.08% Boostability Inc.

Regulation & Policy 🗊

Industry Assistance 🛈

Low ⊘

# **Existing Competitors in Target Area**

5+ ★				
Florida	California Massachusetts New York			
Mothership Strategies		3 Reviews 5	Digital Silk	
Website:	http://mothershipstrategies.com/		Website:	https://www.digitalsilk.com/web-design-new-york
Phone No:	(202) 730-0132		Phone No:	(800) 856-5417
Address:	1328 Florida Ave NW building c, Washington, DC 20009, USA		Address:	18 W 18th St, New York, NY 10011, USA

Customer Continent Dating (based Desitive: 5 5 Reviews 5

Customer Sentiment Rating (bas	ed Positive:	0	Customer Sentiment Rating (base	d Positive:	5
on the 5 most relevant written	Negative:	0	on the 5 most relevant written	Negative:	0
Google reviews):	Mixed:	0	Google reviews):	Mixed:	0
	Neutral:	0	oogie retrems,	Neutral:	0

★ Rating	~							
Florida California	Massachusett	s New York						
Deutsch				20 Reviews 5	Blue C Advertising			23 Reviews 5
Website:	http://www.deutschinc.com/				Website: <u>http://www.bluecusa.com/</u>			
Phone No:	(310) 862-3000				Phone No:	(714) 540-5700		
Address:	12901 W Jefferson Blvd, Los Angeles, CA 90066, USA				Address:	Behind John Wayne Airp		
Customer Sentiment Rating (based on the 5 most relevant written Google reviews):	Positive: Negative: Mixed: Neutral:	3 0 0 0				Positive: Negative: Mixed: Neutral:	5 0 0 0	

Intensify Marketing and Advertisin		18 Reviews 5	ADvine		43 Reviews 5		
Website:	<u>https://www.intensifyr</u>	iow.com/		Website:	<u>https://advineagency.com/</u>		
Phone No:	(310) 916-9876			Phone No:	(559) 283-0465		
Address:	1235 N Kings Rd #204	, West Hollywood, CA 90069, USA		Address:	770 E Shaw Ave Ste 230		
Customer Sentiment Rating (based Positive: 5				Customer Sentiment Rating (based Positive: 5		5	
on the 5 most relevant written	Negative:	0		on the 5 most relevant written	Negative:	0	
Google reviews):	Mixed: 0			Google reviews):	Mixed:	0	
•	Neutral:	0		•	Neutral:	0	

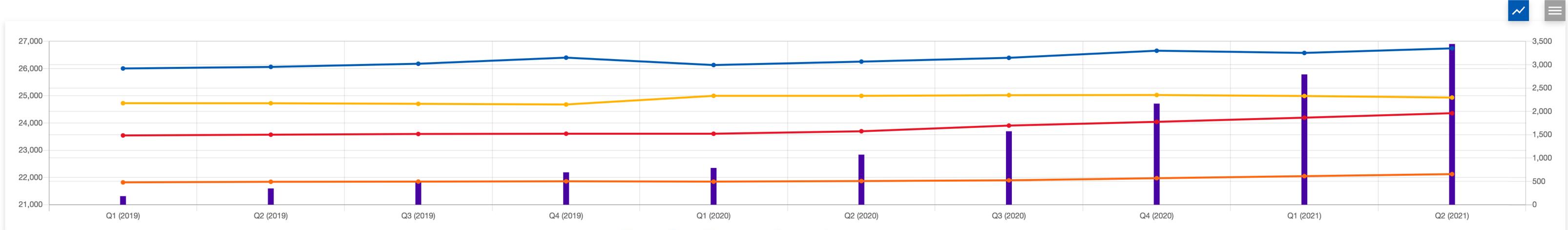


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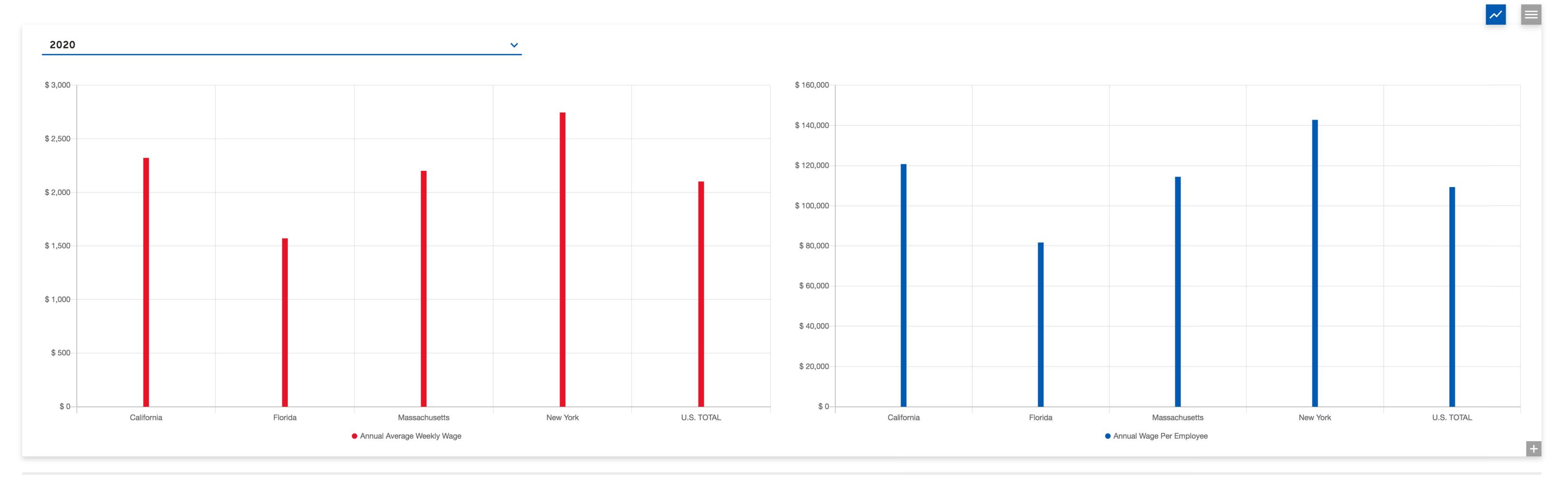
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#### Advertising Agencies Establishments Count



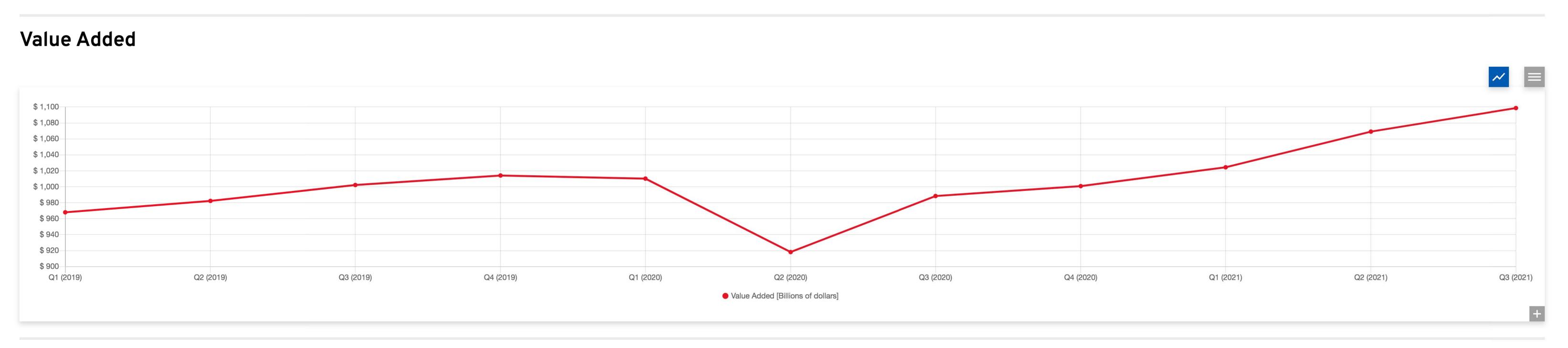
California Florida Massachusetts New York Mumber of Establishments in US

# Advertising Agencies Wages

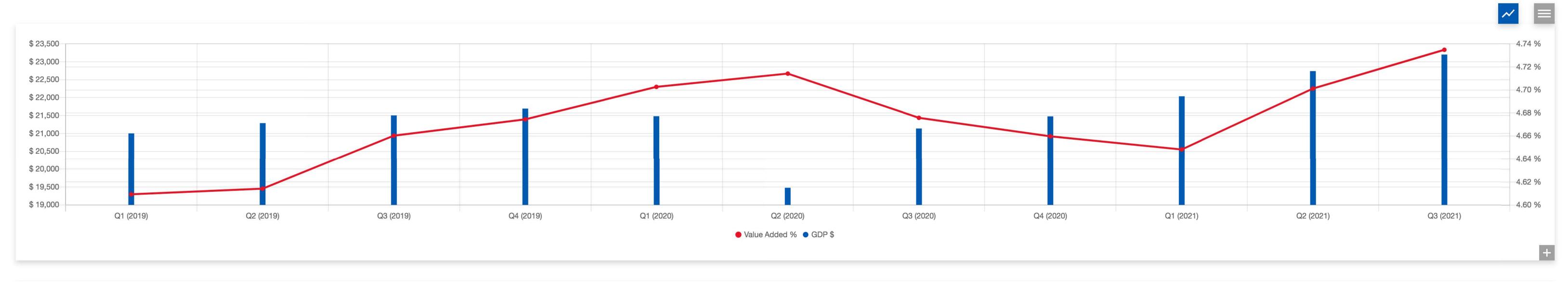


#### Professional, scientific, and technical services

Professional, scientific, and technical services (NAICS 54) are service-providing industries that require a high degree of training and expertise. Industries include legal services (NAICS 5411); computer systems design and related services (NAICS 5415); and miscellaneous professional, scientific, and technical services which include accounting; architectural, engineering, and related services; specialized design; consulting; research; advertising; photographic; translation; and veterinary.



Value Added as Percentage



# **Gross Output**

