

AdvertisingAge's

21st Annual GLOBAL MARKETERS

PART 2: MULTINATIONAL AGENCY NETWORK ASSIGNMENTS

crain

Published November 19, 2007

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MULTINATIONAL AGENCY NETWORK ASSIGNMENTS

IN THIS REPORT, Advertising Age maps out the agency network assignments of global marketers. Ad Age defines global marketers in two ways. First, global marketers are companies ranked (based on measured media spending) in Ad Age's Top 100 Global Marketers ranking. Second, global marketers are clients that employ an ad agency across five or more countries, generating more than \$5 million in revenue for that agency.

Agency networks provided data detailing accounts meeting those criteria. In the end, 24 agency networks claimed assignments from 272 global marketers (defined as parent companies). Many of those marketers assign their accounts to multiple networks.

The first section of this report lists global accounts in alphabetical order by marketer with a dot in countries where an agency handles the business. The second section lists clients by agency network.

HOW DATA WERE COLLECTED

The Ad Age DataCenter sent international agency networks a standardized list of 61 countries, regions and country groups. Countries in regions such as the Caribbean are grouped together because of relatively low ad spending. A list of country groupings is on [Page 3](#).

This year, Ad Age requested that agency networks list accounts for parent companies among the Top 100 Global Marketers—whether or not the account is handled in five countries—to show any networks handling Top 100 clients.

Global Accounts By Advertiser, beginning on [Page 4](#), shows all accounts submit-

ted by the agency network meeting Ad Age's dual global marketer criteria. Global Accounts By Agency Network, starting on [Page 22](#), lists only clients handled in five or more countries.

Global agency networks specializing in marketing services disciplines were invited to participate this year, in part because of the merger of Draft and FCB. Data on Wunderman and Rapp Collins Worldwide appear here for the first time. Data for other agency networks include their embedded marketing services units; McCann, for example, includes MRM and Momentum. Media specialist agencies are excluded.

Agency networks within a common agency holding company appear in the same color. For example, Interpublic Group of Cos. owns McCann Erickson Worldwide, Lowe Worldwide and DraftFCB and all are in green.

NETWORKS WITH THE MOST GLOBAL CLIENTS

RANK	NETWORK	CLIENTS
1	Euro RSCG Worldwide (Havas)	42
2	McCann Erickson Worldwide (IPG)	40
3	Ogilvy & Mather Worldwide (WPP)	35

For this table, Ad Age refined the criteria for "global": A global client is a parent company handled by the agency network in at least five countries and at least three of six major regions (North America, Latin America, Europe, Middle East, Africa, Asia/Pacific).

DATACENTER STAFF: Bradley Johnson, Kevin Brown, Maura Wall, Maureen Morrison, Katy Gallagher

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AGENCY ABBREVIATIONS

NETWORK	ABBREVIATION	HOLDING CO.
Arnold Worldwide Partners	Arnold	Havas
Bartle Bogle Hegarty	Bartle	Publicis Groupe*
BBDO Worldwide	BBDO	Omnicom Group
DDB Worldwide	DDB	Omnicom Group
Dentsu	Dentsu	Dentsu Inc.
DraftFCB	DraftFCB	Interpublic Group of Cos.
Euro RSCG Worldwide	Euro RSCG	Havas
Fallon Worldwide	Fallon	Publicis Groupe
Grey	Grey	WPP Group
Hakuhodo	Hakuhodo	Hakuhodo DY Holdings
JWT	JWT	WPP Group
Leo Burnett Worldwide	Burnett	Publicis Groupe
Lowe Worldwide	Lowe	Interpublic Group of Cos.
M&C Saatchi	MCSaatchi	
McCann Erickson Worldwide	McCann	Interpublic Group of Cos.
Ogilvy & Mather Worldwide	O&M	WPP Group
Publicis	Publicis	Publicis Groupe
Rapp Collins Worldwide	TBWA	Omnicom Group
Saatchi & Saatchi	Saatchi	Publicis Groupe
TBWA Worldwide	TBWA	Omnicom Group
Voluntarily United Group of Creative Agencies	United	WPP Group
Wieden & Kennedy	W&K	
Wunderman	Wunderman	WPP Group
Y&R Advertising/DYR'	Y&R	WPP Group

*Publicis Groupe owns 49% of Bartle. 'Asian assignments of the Y&R Advertising network are handled by Dentsu, Young & Rubicam Partnerships. WPP's Young & Rubicam owns 65% of DYR.

COUNTRY GROUPINGS

Africa: Algeria, Botswana, Cameroon, Ethiopia, Ghana, Guyana, Ile de la Reunion, Ivory Coast, Kenya, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Senegal, Seychelles, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe
Balkans: Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Macedonia, Montenegro, Serbia, Slovenia
Baltics: Estonia, Latvia, Lithuania
Caribbean: Aruba, Bahamas, Barbados, Bermuda, Cayman

Islands, Dominican Republic, Haiti, Jamaica, Martinique, Puerto Rico, Trinidad
Central America: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama
Indochina: Cambodia, Laos, Myanmar, Vietnam
Middle East: Bahrain, Cyprus, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Syria, United Arab Emirates, Yemen
Russia/CIS: Armenia, Belarus, Georgia, Moldova, Kazakhstan, Russia, Ukraine, Uzbekistan

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GLOBAL MARKETERS: Global Accounts by Agency Network

DDB Worldwide

Client company (division or brand)	Agency network	NORTH AMERICA									LATIN AMERICA																EUROPE														MIDDLE EAST								AFRICA												ASIA, AUSTRALIA AND PACIFIC ISLANDS																	
		U.S.	Canada	Argentina	Bolivia	Brazil	Chile	Colombia	Ecuador	Mexico	Paraguay	Peru	Uruguay	Venezuela	Central America*	Caribbean*	Austria	Balkans*	Baltics*	Belgium	Czech Rep	Denmark	Finland	France	Germany	Greece	Hungary	Ireland	Italy	Netherlands	Norway	Poland	Portugal	Romania	Russia/CIS*	Slovakia	Spain	Sweden	Switzerland	Turkey	U.K.	Israel	Middle East*	Saudi Arabia	South Africa	Other Africa*	Australia	China	Hong Kong	India	Indochina*	Indonesia	Japan	Malaysia	New Zealand	Pakistan	Philippines	Singapore	South Korea	Sri Lanka	Taiwan	Thailand																
Clorox Co.	DDB																																																																													
Dell	DDB																																																																													
Energizer Holdings	DDB																																																																													
ExxonMobil Corp.	DDB																																																																													
FedEx Corp.	DDB																																																																													
Hasbro	DDB																																																																													
Henkel	DDB																																																																													
Johnson & Johnson	DDB																																																																													
McDonald's Corp.	DDB																																																																													
Merck & Co.	DDB																																																																													
Nestle	DDB																																																																													
Nokia Corp.	DDB																																																																													
Novartis	DDB																																																																													
PepsiCo	DDB																																																																													
PepsiCo (Tropicana)	DDB																																																																													
Philips Electronics	DDB																																																																													
Telefonica (Terra)	DDB																																																																													
Unilever (Knorr)	DDB																																																																													
Unilver (Lipton)	DDB																																																																													
Volkswagen	DDB																																																																													
Volkswagen (Audi)	DDB																																																																													

Key to multi-network marketing organizations: Interpublic Group of Cos.; Havas; Omnicom Group; Publicis Groupe; WPP Group; other networks. *See notes on Page 3 for country groupings and agency network abbreviations.

Voluntarily United Group of Creative Agencies

Client company (division or brand)

Agency network

Coca-Cola Co.

United

Georgia-Pacific Corp.

United

International Olympic Committee (IOC)

United

Procter & Gamble Co.

United

(Montblanc Fragrance)

United

NORTH AMERICA

LATIN AMERICA

EUROPE

MIDDLE EAST

AFRICA

ASIA, AUSTRALIA AND PACIFIC ISLANDS

U.S.

Canada

Argentina

Bolivia

Brazil

Chile

Colombia

Ecuador

Mexico

Paraguay

Peru

Uruguay

Venezuela

Central America*

Caribbean*

Austria

Balkans*

Baltics*

Belgium

Czech Rep

Denmark

Finland

France

Germany

Greece

Hungary

Ireland

Italy

Netherlands

Norway

Poland

Portugal

Romania

Russia\CIS*

Slovakia

Spain

Sweden

Switzerland

Turkey

U.K.

Israel

Middle East*

Saudi Arabia

South Africa

Other Africa*

Australia

China

Hong Kong

India

Indochina*

Indonesia

Japan

Malaysia

New Zealand

Pakistan

Philippines

Singapore

South Korea

Sri Lanka

Taiwan

Thailand

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