

TOP 15 CONSOLIDATED AGENCY NETWORKS

Ranked by 2009 worldwide revenue. Shows network units with revenue topping \$100 million. Dollars in millions.

RANK '09	RANK '08	NETWORKS AND AGENCIES	HEADQUARTERS	WORLDWIDE REVENUE		U.S. REVENUE		KEY EXECUTIVES
				2009	% CHG	2009	% CHG	
1	1	DENTSU [Dentsu]	Tokyo	\$3,028	-5.1	\$167	7.3	Tatsuyoshi Takashima
2	2	MCCANN WORLDGROUP [Interpublic Group of Cos.]	New York	2,671	-14.9	1,331	-10.4	Nick Brien
		McCann Erickson Worldwide	New York	1,419	-15.0	450	-12.1	Nick Brien
		Weber Shandwick	New York	360	-5.3	270	-1.3	Harris Diamond
		MRM Worldwide	New York	260	-30.1	120	-23.6	Reuben Hendell
		Momentum Worldwide	New York	175	-14.6	114	-12.3	Chris Weil
		McCann Healthcare Worldwide	Parsippany, N.J.	138	-8.0	91	-4.2	John Cahill
		Martin Agency	Richmond, Va.	112	24.4	112	24.4	John Adams
3	3	YOUNG & RUBICAM BRANDS [WPP]	New York	2,651	-11.9	1,146	-7.7	Peter Stringham
		Y&R	New York	932	-10.1	286	-5.6	Hamish McLennan
		Wunderman ¹	New York	828	-5.9	365	-2.7	Daniel Morel
		Burson-Marsteller ¹	New York	385	-8.2	146	-4.7	Mark Penn
		Sudler & Hennessey	New York	126	-0.8	82	0.0	Jed Beitler
		Landor Associates	San Francisco	121	-27.0	66	-24.7	Charles Wrench
		Cohn & Wolfe	New York	117	-11.7	70	-9.7	Donna Imperato
4	4	DDB WORLDWIDE COMMUNICATIONS GROUP [Omnicom Group]	New York	2,223	-10.7	934	-7.4	Chuck Brymer, Bob Scarpelli
		DDB Worldwide	New York	1,110	-9.4	250	-5.7	Chuck Brymer, Bob Scarpelli
		Rapp ¹	New York	588	-9.8	358	-6.3	Robert Horvath, Paul Price
		Interbrand	New York	195	-18.9	100	-16.9	Jez Frampton
		Tribal DDB	New York	188	-14.5	84	-6.7	Paul Gunning
		TracyLocke	Dallas	104	-9.4	104	-9.4	Ron Askew, Beth Ann Kaminkow
5	5	OGILVY & MATHER [WPP]	New York	1,754	-9.2	626	-5.8	Miles Young, Shelly Lazarus
		OgilvyOne Worldwide	New York	683	-5.1	300	-3.2	Brian Fetherstonhaugh
		Ogilvy & Mather Advertising	New York	585	-14.2	175	-11.2	Miles Young, Shelly Lazarus
		Bates 141	Hong Kong	126	-10.0	NA	NA	Jeffrey Yu, Digby Richards
		Ogilvy Public Relations Worldwide	New York	122	-7.2	41	-1.4	Christopher Graves
		Neo@Ogilvy	New York	103	-1.9	36	2.9	Nasreen Madhany
6	6	BBDO WORLDWIDE [Omnicom Group]	New York	1,671	-13.2	646	-10.6	Andrew Robertson
		BBDO Worldwide	New York	1,141	-17.2	436	-16.6	Andrew Robertson
		Proximity Worldwide	New York	395	-5.5	75	5.1	Andrew Robertson
		Organic	San Francisco	136	5.0	136	5.0	Marita Scarfi
7	7	TBWA WORLDWIDE [Omnicom Group]	New York	1,518	-8.5	561	-6.4	Tom Carroll, Jean-Marie Dru
		TBWA Worldwide	New York	1,023	-10.3	168	-9.1	Tom Carroll, Jean-Marie Dru
		Zimmerman Advertising	Fort Lauderdale, Fla.	134	-3.9	134	-3.9	Jordan Zimmerman
		Integer Group	Lakewood, Colo.	127	-6.8	127	-6.8	Mike Sweeney
		Tequila	New York	110	0.0	30	0.0	Jamie Gallo
8	8	EURO RSCG WORLDWIDE [Havas]	New York	1,206	-14.3	451	-3.6	David Jones
		Euro RSCG Worldwide ²	New York	926	-15.9	326	-5.8	David Jones
		Euro RSCG Life	New York	176	-1.3	111	2.3	Doug Burcin, Donna Murphy
		Euro RSCG Worldwide PR	New York	102	-19.0	12	9.1	Laurent Habib, Marian Salzman
9	11	DRAFTFCB [Interpublic Group of Cos.]	Chicago/New York	1,175	-2.7	750	0.6	Howard Draft, Laurence Boschetto
		DraftFCB	Chicago/New York	885	-4.9	495	-1.2	Howard Draft, Laurence Boschetto
		R/GA ³	New York	132	4.8	122	3.0	Bob Greenberg
		DraftFCB Healthcare	New York	112	13.1	87	17.6	Dana Maiman
10	9	JWT [WPP]	New York	1,119	-12.3	379	-9.5	Bob Jeffrey
		JWT	New York	1,066	-11.8	325	-7.3	Bob Jeffrey
11	12	LEO BURNETT WORLDWIDE [Publicis Groupe]	Chicago	1,095	-5.5	438	-4.9	Tom Bernardin, Rich Stoddart
		Leo Burnett Worldwide	Chicago	777	-6.2	267	-9.6	Tom Bernardin
		Arc Worldwide	Chicago	247	-3.6	160	5.5	Tom Bernardin
12	10	PUBLICIS [Publicis Groupe]	New York/Paris	1,062	-15.7	232	-4.6	Richard Pinder
		Publicis	New York/Paris	875	-16.7	165	-2.5	Richard Pinder
		Publicis Modem & Dialog	New York	170	-10.1	50	-7.4	Jean-Philippe Maheu, Dani Nadel
13	13	HAKUHODO [Hakuhodo DY Holdings]	Tokyo	956	-10.1	NA	NA	Junji Narita
14	14	GREY GROUP [WPP]	New York	912	-11.3	380	-6.4	James R. Heekin III
		Grey	New York	505	-12.4	180	-5.9	James R. Heekin III
		G2	New York	280	-11.3	120	-8.4	Joe Celia
		GHG	New York	110	-6.4	72	-4.0	Lynn O'Connor Vos
15	15	SAATCHI & SAATCHI [Publicis Groupe]	New York	759	-16.6	308	-10.9	Kevin Roberts
		Saatchi & Saatchi	New York	650	-17.8	210	-11.0	Kevin Roberts

GO TO
ADAGE.COM/
DATACENTER

Get detailed data on holdings of world's top 50 agency companies, including agency descriptions, links and related Ad Age articles:
AdAge.com/agencyfamilytrees2010

Ad Age DataCenter this year added public-relations agencies to network revenue totals for 2009 and 2008.

1. Revenue figures for Wunderman include Blast Radius, DesignKitchen, RTC Relationship Marketing and Zaaz; Burson-Marsteller figures include Proof; Rapp figures include Kern Organization.

2. Includes Euro RSCG 4D.

3. In DraftFCB network but operates autonomously.

Some other agencies belonging to networks but with estimated revenue less than \$100 million include:

Dentsu: 360i, Dentsu America, McGarryBowen.

McCann Worldgroup: Avrett Free Ginsberg, Campbell Mithun, Casanova Pendrill, Fitzgerald & Co., FutureBrand, Gotham, TM Advertising.

Young & Rubicam Brands: Bravo Group, Kang & Lee Advertising, NicolaMartin, VML.

DDB Worldwide Communications Group: Alma DDB, Rodgers Townsend, Roberts & Langer DDB.

Ogilvy & Mather: Ogilvy Healthworld, OgilvyAction.

TBWA Worldwide: Agency.com, Fame, TBWA/WorldHealth.

Euro RSCG Worldwide: Euro RSCG Latino.

DraftFCB: Hacker Group, Rivet.

JWT: JWT Specialized Communications, Malone Advertising.

Leo Burnett Worldwide: Beacon Communications, Lapiz Hispanic Marketing, Vigilante.

Publicis: Publicis & Hal Riney.

Hakuhodo: Mendelsohn Zien Advertising.

Grey Group: Wing.

Saatchi & Saatchi: Conill, Saatchi & Saatchi X, Team One.

Source: Ad Age DataCenter revenue estimates. Methodology: AdAge.com/agencyreport2010

This document (published April 26, 2010), and information contained therein, is the copyrighted property of Crain Communications Inc. and The Ad Age Group (© Copyright 2010) and is for your personal, non-commercial use only. You may not reproduce, display on a website, distribute, sell or republish this document, or the information contained therein, without the prior written consent of The Ad Age Group.