

# Advertising Age's

**Special Report** AGENCY PROFILES SUPPLEMENT  
May 1, 2006 (updated 6/5/2006)

# AGENCY REPORT

Profiles of the top 50 marketing organizations in this 62nd annual ranking

## INSIDE

### WORLD'S TOP 50

Marketing organizations ranked by 2005 worldwide revenue: Omnicom leads with list at \$10.48 billion, up 7.5%.

**PAGE 3**

### COMPANY HOLDINGS

Profiles detail holding company and core agency revenue, lead personnel, and significant news reports.

**PAGE 6**

### INDEPENDENT NETWORKS

Indie networks, representing more than 1,348 agencies worldwide, are shown by revenue.

**PAGE 78**

# Special Report AGENCY PROFILES SUPPLEMENT

## ABOUT THIS PROFILE EDITION

THIS REPORT IS A COMPANION to the 62nd annual Agency Report, published May 1, 2006. The printed version provided rankings of the world's top 25 marketing organizations, 422 U.S. agencies, the top 100 marketing services shops, top 50 companies by direct marketing, sales promotion and interactive splits, rankings by multicultural and healthcare shops, the world's leading media specialist companies provided by Recma Institute, Paris, and a listing of leading independent agency networks.

All rankings listed above can be found on **AdvertisingAge.com** under "Agencies" in the DataCenter section. Even more extensive rankings are provided on the website for marketing services agencies and their direct, sales promotion and interactive splits.

This pdf version of the Agency Report provides additional details on the printed rankings. It is grouped into three sections:

- A ranking of the world's top 50 marketing organizations by revenue, from Omnicom Group's \$10.48 billion worldwide to Asahi Advertising's \$81.4 million. The cutoff is up from \$77 million in 2004.

These top 50 marketing organizations dominate the advertising industry: Just the top four account for 51.6% of \$19.67 billion in revenue from U.S. advertising, media and marketing services. A company's "entire" revenue is the basis of its ranking if its various marketing disciplines represent half the corporate totals. Marketing disciplines include advertising, media, healthcare, PR and marketing services, which include direct marketing, sales promotion and interactive.

If these disciplines comprise less than half the revenue, only the sum of the disci-

plines is tallied for the ranking. Figures were obtained either via *Advertising Age* questionnaire (found at **AdvertisingAge.com/arg**), pulled from public documents or estimated. Composition of the list includes holding companies like Omnicom Group, single independent agencies like Doner, and marketing services companies like Aspen Marketing Services.

- Profiles of the top 50 marketing organizations.

The structure of the profiles for each marketing organization includes revenue splits by U.S., non-U.S. and worldwide when applicable, contact information, and significant news of the parent covering 2005-to-date. Similar content is provided for the parent's major U.S. (and sometimes non-U.S.) holdings, whether subsidiaries or affiliated companies. All must be involved in marketing communications. Financial data is omitted on subsidiaries involved in healthcare and PR. An asterisk by the name of parent or subsidiary indicates an *Ad Age* estimate.

- Revenue tallies and profiles of 11 of the the world's leading independent agency networks.

These independent agency networks are most commonly operated by fee-supported secretariats that develop services to aid member agencies individually and collectively. This leadership unit also organizes "network" pitches for accounts, most often against multinational agency networks. These networks represent 1,348 agencies worldwide. In the profiles, *Ad Age* lists their network accounts, those held in at least three countries.

Revenue in the marketing disciplines is the sum of three components: Fee income, markup on materials and servic-

es, and the commission received for buying media. Marketing services companies often identify this number as gross profit, net sales less cost of sales. The term "revenue" is synonymous with gross income, the barometer of agency activity used in previous *Ad Age* rankings.

*Ad Age* estimated revenue for most agencies of the larger publicly held marketing organizations, because these companies typically do not provide splits on their operating units, citing their compliance with the Sarbanes-Oxley Act as the reason. Intent of the act, passed by Congress in 2002, is to tightened rules on disclosure. *Ad Age* estimates are largely based on an agency's net billings performance, its historic growth pattern and its industry segment.

AA estimates are marked by asterisk\*.

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## 62nd ANNUAL REPORT

# Special Report

## AGENCY PROFILES SUPPLEMENT

### WORLD'S TOP 50 MARKETING ORGANIZATIONS

Ranked by worldwide revenue in 2005

RANK		MARKETING ORGANIZATION	HEADQUARTERS	WORLDWIDE REVENUE			U.S. REVENUE		
2005	2004			2005	2004	% CHG	2005	2004	% CHG
1	1	<b>Omnicom Group</b>	New York	\$10,481.1	\$9,747.2	7.5	\$5,743.9	\$5,223.4	10.0
2	2	<b>WPP Group* 1</b>	London	10,032.2	9,645.1	4.0	3,912.3	3,751.6	4.3
3	3	<b>Interpublic Group of Cos.</b>	New York	6,274.3	6,387.0	-1.8	3,461.1	3,509.2	-1.4
4	4	<b>Publicis Groupe</b>	Paris	5,107.2	4,777.3	6.9	2,181.7	2,039.6	7.0
5	5	<b>Dentsu*</b>	Tokyo	2,887.8	2,940.6	-1.8	48.4	48.2	0.4
6	6	<b>Havas</b>	Suresnes, France	1,808.0	1,866.0	-3.1	712.8	730.7	-2.4
7	7	<b>Aegis Group</b>	London	1,577.6	1,373.6	14.9	446.1	369.2	20.8
8	8	<b>Hakuhodo DY Holdings*</b>	Tokyo	1,364.0	1,372.4	-0.6	0.0	0.0	NA
9	9	<b>Asatsu-DK</b>	Tokyo	444.8	473.3	-6.0	2.7	2.6	2.6
10	11	<b>MDC Partners</b>	Toronto/New York	443.5	316.7	40.0	328.1	216.0	51.9
11	10	<b>Carlson Marketing Group*</b>	Minneapolis	370.0	346.9	6.7	266.0	246.5	7.9
12	12	<b>Sapient Corp.</b>	Cambridge, Mass.	358.4	281.4	27.3	244.6	168.6	45.1
13	14	<b>Digitas</b>	Boston	340.5	251.6	35.3	326.9	244.0	33.9
14	21	<b>aQuantive</b>	Seattle	258.4	157.9	63.6	227.8	149.3	52.6
15	17	<b>Aspen Marketing Services</b>	West Chicago, Ill.	229.0	180.0	27.2	229.0	180.0	27.2
16	NA	<b>Media Square*</b>	London	215.0	NA	NA	NA	NA	NA
17	15	<b>HealthSTAR Communications*</b>	Woodbridge, N.J.	213.0	203.0	4.9	213.0	203.0	4.9
18	16	<b>Cheil Communications</b>	Seoul	210.7	185.9	13.4	18.5	14.4	28.6
19	19	<b>George P. Johnson Co.</b>	Auburn Hills, Mich.	193.0	172.9	11.6	142.4	133.5	6.6
20	25	<b>Epsilon</b>	Wakefield, Mass.	184.4	144.4	27.7	184.4	144.4	27.7
21	32	<b>TBA Global Events</b>	Woodland Hills, Calif.	175.0	110.0	59.1	160.0	103.0	55.3
22	20	<b>Monster Worldwide</b>	New York	168.6	162.2	4.0	85.3	75.8	12.5
23	23	<b>Clemenger Communications</b>	Melbourne	166.0	147.4	12.6	0.0	0.0	NA
24	22	<b>Doner</b>	Southfield, Mich.	164.3	155.7	5.5	150.5	141.3	6.5
25	26	<b>Cossette Communication Group</b>	Quebec City	164.1	140.1	17.1	26.9	17.3	55.1

Notes: Figures are in millions of U.S. dollars. Revenue is supplied by companies via *Ad Age* questionnaire or taken from public documents. An asterisk (\*) indicates *Ad Age* estimate. WPP and Havas totals for U.S. are actually for North America. 1 WPP Group figures include Grey Global Group and Communications Group as if those 2005 acquisitions were made Jan. 1, 2004. Rankings for both 2005 and 2004 are based on data compiled this year. Major currencies converted at average annual exchange rates in 2005: \$1.237500 per euro, \$1.812500 per British pound, \$0.009023 per yen, \$0.00977 per SK won, \$0.827586 per Canadian dollar and \$0.760833 per Australian dollar. Comparables in 2004 are \$1.248975 per euro, \$1.838858 per British pound, \$0.009307 per yen, \$0.00879 per SK won, \$0.771977 per Canadian dollar and \$0.739467 per Australian dollar.

# Special Report

## AGENCY PROFILES SUPPLEMENT

### WORLD'S TOP 50 MARKETING ORGANIZATIONS

Ranked by worldwide revenue in 2005

RANK 2005	RANK 2004	MARKETING ORGANIZATION	HEADQUARTERS	WORLDWIDE REVENUE			U.S. REVENUE		
				2005	2004	% CHG	2005	2004	% CHG
26	18	Tokyu Agency	Tokyo	\$154.1	\$176.3	-12.6	\$0.0	\$0.0	NA
27	NA	Media Consulta	Berlin	152.2	NA	NA	0.0	0.0	NA
28	27	Alloy Media & Marketing	New York	151.8	138.1	10.0	151.8	138.1	10.0
29	29	Richards Group	Dallas	148.0	134.0	10.4	148.0	134.0	10.4
30	28	Mosaic Sales Solutions	Irving, Texas	146.1	134.7	8.5	107.1	104.0	3.0
31	33	STW Group	Sydney	134.0	107.0	25.2	0.0	0.0	NA
32	30	Bartle Bogle Hegarty*	London	128.1	115.9	10.5	32.0	28.9	10.7
33	31	M&C Saatchi	London	123.3	114.3	7.8	5.8	4.7	24.9
34	47	LB Icon	Stockholm/Amsterdam	121.3	82.7	46.7	35.0	28.0	25.0
35	38	InChord Communications	Westerville, Ohio	118.0	98.5	19.8	115.0	97.8	17.5
36	37	Chime Communications	London	114.2	99.2	15.2	1.2	0.8	48.6
37	35	Marketing Store	Lombard, Ill.	108.2	101.3	6.8	47.4	44.1	7.3
38	49	Merkle	Lanham, Md.	108.0	78.7	37.2	108.0	78.7	37.2
39	42	Wieden & Kennedy*	Portland, Ore.	102.9	92.6	11.1	58.9	49.1	19.8
40	34	RPA	Santa Monica, Calif.	102.2	101.9	0.3	102.2	101.9	0.3
41	36	DVC Worldwide*	Morristown, N.J.	100.4	100.3	0.1	30.2	30.2	0.1
42	39	Scholz & Friends Group	Hamburg	99.0	96.1	3.0	0.0	0.0	NA
43	40	Armando Testa Group*	Turin	98.0	96.0	2.1	0.0	0.0	NA
44	46	Cramer-Krasselt	Chicago	96.2	83.7	14.9	96.2	83.7	14.9
45	51	Serviceplan Agenturgruppe	Munich	91.8	72.8	26.2	0.0	0.0	NA
46	41	ChoicePoint Precision Marketing	Alpharetta, Ga.	91.5	93.4	-2.0	91.5	93.4	-2.0
47	45	Harte-Hanks Direct	Langhorne, Pa.	88.5	84.7	4.5	88.5	84.7	4.5
48	43	SourceLink	Elk Grove Village, Ill.	86.6	90.3	-4.2	86.6	90.3	-4.2
49	50	Protocol Integrated Direct Mktg.	Deerfield, Ill.	84.0	77.0	9.1	84.0	77.0	9.1
50	44	Asahi Advertising	Tokyo	81.4	88.2	-7.8	0.0	0.0	NA

Notes: Figures are in millions of U.S. dollars. Revenue is supplied by companies via *Ad Age* questionnaire or taken from public documents. An asterisk (\*) indicates *Ad Age* estimate. WPP and Havas totals for U.S. are actually for North America. Major currencies converted at average annual exchange rates in 2005: \$1.237500 per euro, \$1.812500 per British pound, \$0.009023 per yen, \$0.000977 per SK won, \$0.827586 per Canadian dollar and \$0.760833 per Australian dollar. Comparables in 2004 are \$1.248975 per euro, \$1.838858 per British pound, \$0.009307 per yen, \$0.000879 per SK won, \$0.771977 per Canadian dollar and \$0.739467 per Australian dollar.

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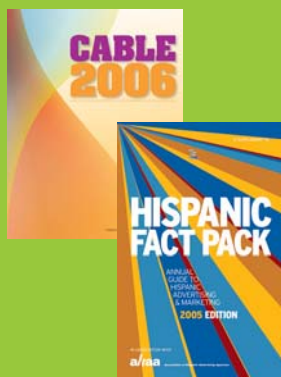


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# Special Report AGENCY PROFILES SUPPLEMENT

## TOP 50 MARKETING ORGANIZATION PROFILES

Ranked by worldwide revenue in 2005

### 7 Aegis Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,577.6	\$1,373.6	14.9
U.S.	\$446.1	\$369.2	20.8
Non-U.S.	\$1,131.5	\$1,004.4	12.7
Employees	2005	2004	% chg
Worldwide	12,000	10,400	15.4
Offices	2005	2004	% chg
Worldwide	245	NA	NA
U.S.	39	NA	NA
Non-U.S.	206	NA	NA

**Notes:** Aegis, traded on the London Stock Exchange, is a holding company with two segments, Aegis Media and Synovate, its market research unit. The holding company reported net income of \$117.1 million in 2005, down 1.3%, on revenue of \$1.58 billion, up 14.9%. Organic revenue rose 7.2% in pounds, serving as a more accurate benchmark than revenue for Aegis in 2005 because it made 29 acquisitions during the year, many in digital forms of marketing communications. Aegis Media reached \$978.6 million, up 12.1%, or 62% of total revenue, and Synovate hit \$599 million, up 19.6%, or 38% of total revenue. In 2005, Aegis Media, comprised of Carat and Vizeum media specialist companies, Posterscope (outdoor advertising) and Isobar digital operations, grew 12.1% overall, but 34.3% from the Americas at \$215.1 million, which is about a third of the revenue size of Europe/Middle East/Africa. The latter advanced 5.3% to \$690 million. Vizeum, introduced in June 2003 throughout Europe, has largely completed its formation in Europe and is expanding in Asia-Pacific. It just opened its first office in the U.S. in early 2006. Big growth at Aegis came from Isobar, its digital one-to-one network. Isobar, founded as an umbrella holding for its digital assets in 2004, doubled its revenue and now claims 15% of Aegis revenue. During 2005, both Publicis Groupe and WPP Group courted the company for its media specialist company holdings, and both were turned down. Havas, which has been seeking to expand its MPG media operations, said it wasn't interested in an acquisition although Vincent Bollore, Havas' nonexecutive chairman, collected just over 25% of Aegis stock by year's end through his family-run Bollore Group. Under U.K. law, Mr. Bollore's holding gives him power to reject outside suitors seeking control of Aegis. Aegis also bumped heads with WPP over Aegis' hiring in October 2005 of Mainardo de Nardis as global CEO at Aegis Media, a new position. Mr. de Nardis had been CEO at WPP's Mediaedge:cia. WPP sued, citing contract issues, and in March, the issue was settled by pushing Mr. de Nardis' starting date to August of this year. Aegis named Robert Lerwill global chief executive in February 2005, replacing Doug Flynn. Mr. Lerwill was formerly WPP's finance director. Figures shown for the U.S. are actually for the Americas, although the U.S. portion is above 90% of that figure.

**Top executive:** Robert Lerwill, global chmn & CEO

**Headquarters:** Aegis Group/43-45 Portman Square, London, United Kingdom W1H 6LY/Phone: 44-20-7070-7700/Fax: 44-20-7070-7800/URL: www.aegisplc.com

### INTEGRATED MARKETING AGENCIES

#### Isobar

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$195.0	\$100.0	95.0
U.S.	\$81.3	\$31.0	162.3
Non-U.S.	\$113.7	\$69.0	64.8

**Notes:** Isobar is a global digital agency of 34 shops, five of which are in the U.S.—Carat Fusion, Freestyle, iProspect, a search marketing firm, Molecular, a specialist in transactional websites, and Ammo Marketing, a word-of-mouth agency. Isobar's platform of international digital shops cover three areas: search, creative and transaction services. In 2005, Isobar added to its network the agencies De-construct and Glue London, both U.K.; Farfar and Webanalys, both Sweden; HYPERmedia, Poland; Molecular, U.S.; Digithais, Thailand; Kirowski, Hungary; and Planete Interactive and Webcontents, France. Earlier this year, Isobar acquired word-of-mouth agency Ammo Marketing, San Francisco. Isobar was created by Aegis in July 2004 to capture its interactive business. Almost 45% of Isobar revenue in 2005 was generated in North America, 50% in Europe and 5% in Asia Pacific. Isobar is not ranked in the Agency Report because it is a network. All its parts are ranked, however.

**Top Executive:** Nigel Morris, pres-WW

**Headquarters:** Isobar / Parker Tower, 43-49 Parker St., London, United Kingdom WC2B 5PS / Phone: 44-20-7405-1050 / Fax: / URL: www.isobar.net

#### Ammo Marketing

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$3.5	\$2.8	25.0
Employees	2005	2004	% chg
U.S.	8	6	33.3

**Notes:** Ammo, formed in 1999, calls its field of word-of-mouth marketing strategic alternative marketing. Ammo was acquired in early 2006 by Isobar and is a standalone business unit supporting the network. Julian Aldridge serves as president of Ammo and sibling interactive shop Freestyle, reporting to Sarah Fay, Isobar CEO. Ammo and Freestyle are separate business units and have their own management teams. Ammo has six offices in the U.S. in addition to its San Francisco headquarters.

**Top Executive:** Julian Aldridge, pres

**Headquarters:** Ammo Marketing / 475 Brannan St., Ste. 410, San Francisco, Calif. 94107 / Phone: (415) 541-2700 / Fax: (415) 975-0849 / URL: www.ammomarketing.com

#### Carat Fusion

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$33.0	\$26.5	24.5
Employees	2005	2004	% chg
U.S.	250	275	-9.1

# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Carat Fusion, formerly Carat Interactive, is a digital and direct marketing agency. Headquartered in San Francisco, the agency has shops in Chicago, New York, Boston and Los Angeles. The switchover to the Carat Fusion name from Carat Interactive came in September 2005 when Carat combined, or “fused” Carat Direct (an offline unit) with its interactive business. The merged units reflect a shifting media dynamics, says the agency, that includes more consumer engagement in media and an increasing focus by advertisers on quantifiable returns for their marketing spending.

**Top Executive:** Sarah Fay, acting pres  
**Headquarters:** Carat Fusion / 475 Brannan St., Ste. 410, San Francisco, Calif. 94107 / Phone: (415) 541-2700 / Fax: (415) 975-0848 / URL: www.caratfusion.com

## Freestyle Interactive

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$5.4	\$4.5	20.0
Employees	2005	2004	% chg
U.S.	35	30	16.7

**Notes:** Freestyle is a full-service digital marketing agency.  
**Top Executive:** Julian Aldridge, pres  
**Headquarters:** Freestyle Interactive / 475 Brannan St. Ste. 410, San Francisco, Calif. 94107 / Phone: (415) 541-2710 / Fax: (415) 975-0849 / URL: www.freestyleinteractive.com

## iProspect

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$23.2	\$14.6	59.1
Employees	2005	2004	% chg
U.S.	99	85	16.5

**Notes:** iProspect, founded in 1996, is a search engine marketing firm and identifies itself as pioneering the practice of search engine marketing.  
**Top Executive:** Fredrick Marckini, CEO & founder  
**Headquarters:** iProspect / 311 Arsenal St., Watertown, Mass. 02472 / Phone: (617) 923-7000 / Fax: (617) 923-7004 / URL: www.iprospect.com

## Molecular

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$19.8	\$16.8	17.9
Employees	2005	2004	% chg
U.S.	115	110	4.5

**Notes:** Molecular is a technology consulting firm that designs and builds Internet- based solutions. The agency was bought by Isobar in May 2005.

**Top Executive:** Ralph Folz, CEO & co-founder  
**Headquarters:** Molecular / 343 Arsenal St., Watertown, Mass. 02472 / Phone: (617) 218-6500 / Fax: (617) 218-6700 / URL: www.molecular.com

## Velocity Sports & Entertainment

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$17.6	\$14.2	24.0
U.S.	\$17.1	\$14.2	20.3
Non-U.S.	\$0.5	NA	NA

Employees	2005	2004	% chg
Worldwide	100	87	14.9
U.S.	95	84	13.1
Non-U.S.	5	3	66.7

**Top Executive:** Mike Reisman, principal  
**Headquarters:** Velocity Sports & Entertainment / 230 East Ave., Norwalk, Conn. 06855-1923 / Phone: (203) 831-2000 / Fax: (203) 831-2300 / URL: www.teamvelocity.com

## MEDIA SPECIALIST AGENCIES

### Carat

**Agency totals**

Network billings (\$ in millions)	2005	2004	% chg
Worldwide	\$19,752.0	\$18,800.0	5.1
U.S.	\$6,200.0	\$5,330.0	16.3
Non-U.S.	\$13,552.0	\$13,470.0	0.6
Employees	2005	2004	% chg
Worldwide	5,475	5,125	6.8
U.S.	1,359	1,199	13.3
Non-U.S.	4,116	3,926	4.8
Offices	2005	2004	% chg
Worldwide	146	129	13.2
U.S.	21	20	5.0
Non-U.S.	125	109	14.7

**Notes:** Carat includes Carat USA, Carat Canada and Carat Latin America, Carat Brand Experience, MMA (Marketing Management Analytics), Copernicus, Velocity, Outdoor Vision and the Isobar network companies—Carat Fusion, iProspect, Molecular, Freestyle and Ammo. In June 2005, Ray Warren became Carat USA president, ending a four-month search for a successor to Charlie Rutman, who left earlier in the year to direct MPG’s U.S. operations. Carat Americas CEO David Verklin added Asia-Pacific to his responsibilities in August 2005 following the departure of David Liu, CEO of the region. The area’s three regional CEOs in Shanghai, Singapore and Sydney report to Mr. Verklin. Vizeum, Aegis’ media specialist company created to serve smaller clients, launched in the U.S. in the first quarter 2006. Aegis acquired a number of media agencies in 2005: In Europe, Aegis acquired Brindley Advertising in Ireland, Just Media, the U.K., Medyaturk, Turkey, and Concord, a London outdoor agency, and Komandarm, Russia. In Asia-Pacific, Aegis added Digithais, Thailand digital network, and JKJ Media Services, an outdoor network in the Philippines. Billings figures are Recma projections.

**Top Executive:** David Verklin, CEO-Carat Americas & chmn-Asia Pacific  
**Headquarters:** Carat / 3 Park Ave., 32nd Fl., New York, N.Y. 11234 / Phone: (212) 689-6800 / Fax: (212) 252-1250 / URL: www.carat.com

### Vizeum

**Agency totals**

Billings (\$ in millions)	2005	2004	% chg
Worldwide	\$2,241.0	\$2,046.6	9.5

**Notes:** Aegis’s Vizeum was formed in early 2003 in Europe to serve local and regional agencies whose clients compete with those of Carat. Vizeum just launched in the U.S. in first quarter 2006. Vizeum’s billings are projections for 2005 by Recma.

**Top Executives:** Eric Drancourt, CEO; Martyn Rattle, CFO.  
**Headquarters:** Vizeum / Orion House, 5 Upper St. Martin’s Lane, London, United Kingdom WC2H 9EA / Phone: 44-20-7395-0888 / Fax: 44-20-7497-1177 / URL: www.vizeum.com

# Special Report AGENCY PROFILES SUPPLEMENT

## 28 Alloy Media & Marketing

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$151.8	\$138.1	10.0
Employees	2005	2004	% chg
U.S. ....	483	551	-12.3
Offices	2005	2004	% chg
U.S. ....	9	9	0.0

**Notes:** Alloy Media & Marketing is a publicly-held media and marketing services company primarily targeting Generation Y, a demographic of some 60 million youths between the ages of 10 and 24. AM&M had been one of two units of publicly-held Alloy Inc. until December 2005 when Alloy spun off the other unit, dELiA\*, a retail and direct marketing merchandising business it acquired in September 2003. The "Alloy" solo name has reverted back to Alloy Media & Marketing. Figures shown are for Alloy's sponsorship & other revenue segment which represent AM&M without the dELiA contribution. This volume is about the same revenue level as contributed by dELiA\*'s properties. AM&M derives its revenue mostly from traditional advertisers who seek to market to Generation Y through its media assets and marketing services, including print publications, websites and display media boards, as well as promotional events, product sampling, customer acquisition programs and other marketing programs. AM&M itself has several operating units including 360 Youth (traditional, direct and interactive) and AMP Agency (sales promotion). AMP is an amalgam of sales promotion agencies folded into Alloy, including MarketSource Corp., Triple Dot Communications and Target Marketing & Promotions (TMP). In February 2006, Alloy authorized a one-for-four reverse stock split.

**Top executive:** Matthew C. Diamond, CEO

**Headquarters:** Alloy Media & Marketing/151 W. 26th St., 11th Fl., New York, N.Y. 10001/Phone: (212) 244-4307/Fax: (212) 244-4311/URL: www.alloyinc.com

## 14 aQuantive

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$258.4	\$157.9	63.6
U.S. ....	\$227.8	\$149.3	52.6
Non-U.S. ....	\$30.6	\$8.7	253.6
Employees	2005	2004	% chg
Worldwide .....	1,463	1,130	29.5

**Notes:** aQuantive, founded in 1997 under the name Avenue A, operates under three lines of business: digital marketing services, digital marketing technologies and digital performance media. Digital marketing services, led by Avenue A/Razorfish, accounted for \$189.8 million in worldwide revenue in 2005, up 116.5%, a growth attributed to web development business, particularly from the addition of SBI.Razorfish to the books in July 2004. Digital marketing technologies, centered around Atlas, recorded revenue of \$92.3 million worldwide in 2005, up 51.6%, a growth credited to increase use of Atlas Digital Marketing Suite and ad volumes delivered over the Internet. Atlas is a digital marketing management system that manages digital marketing programs and website effectiveness. The third business segment, digital performance media, grew to \$26.4 million in worldwide revenue in 2005, up from \$9.4 million. A big part of that increase was from the inclusion of acquisition MediaBrokers on the books in July 2004. The unit includes

DRIVEpm and MediaBrokers, both online media networks. International contributed just under 10% of revenue in 2005, but is likely to increase in share with the addition of DNA, a U.K.-based interactive agency bought in December 2005.

**Top executive:** Brian P. McAndrews, pres & CEO

**Headquarters:** aQuantive / 821 Second Ave., 18th Fl., Seattle, Wash. 98104 / Phone: (206) 816-8800 / Fax: (206) 816-8808 / URL: www.aquantive.com

## INTEGRATED MARKETING AGENCIES

### Avenue A/Razorfish\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$189.8	\$139.0	36.5

**Notes:** Avenue A/Razorfish is a 2005 rebranding of aQuantive's collective digital marketing services offerings that include Avenue A, Razorfish and i-FRONTIER. Avenue A/Razorfish offers clients web advertising, website development, email services, strategic portal relationships, affiliate programs, customer targeting, analytical services, search engine marketing, and creative. The shop began as Avenue A in 1997. i-FRONTIER was acquired in November 2002 and SBI.Razorfish in July 2004. Clark Kokich in 2005 became worldwide president as part of the agency's movement into global markets. He previously was president of the West region in the U.S. As its initial step in building a global network, Avenue A/Razorfish in December 2005 bought for \$4.8 million the London full-service interactive agency DNA, which had net revenue of about \$9 million in its fiscal 2005.

**Top Executive:** Clark Kokich, pres

**Headquarters:** Avenue A/Razorfish / 821 Second Ave., Ste. 1800, Seattle, Wash. 98104 / Phone: (206) 816-8900 / Fax: (206) 816-8909 / URL: www.avenuea-razorfish.com

## 50 Asahi Advertising

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$81.4	\$88.2	-7.8
Employees	2005	2004	% chg
Worldwide .....	461	452	2.0
Offices	2005	2004	% chg
Worldwide .....	29	28	3.6

**Notes:** Asahi Advertising, founded in 1924, is an integrated communications agency with two core offices, seven primary services, seven subsidiary companies in Japan, and a Shanghai Business Office. The agency has 28 branch offices and affiliates throughout Japan. The agency is a member of Worldwide Partners, an independent network of global agencies.

**Top executive:** Yoshiharu Yashiro, pres & CEO

**Headquarters:** Asahi Advertising/G-7 Bldg., 16-12, Ginza 7-chome, Chuo-ku, Tokyo, Japan 104-8313/Phone: 81-3-3547-5400/Fax: 81-3-3547-5548/URL: www.asakonet.co.jp

## 9 Asatsu-DK

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$444.8	\$473.3	-6.0
U.S. ....	\$2.7	\$2.6	2.6
Non-U.S. ....	\$442.1	\$470.6	-6.1



# Special Report AGENCY PROFILES SUPPLEMENT

<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	3,313	3,230	2.6
U.S.	23	19	21.1
Non-U.S.	3,290	3,211	2.5
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	41	40	2.5
U.S.	3	3	0.0
Non-U.S.	38	37	2.7

**Notes:** ADK, 20% owned by WPP Group, is a full-service network headquartered in Tokyo. The DK stands for Dai-Ichi Kikaku, an agency with which Asatsu merged four years ago. ADK also draws returns, though small by comparison to its ad returns, from non-agency businesses: Nihon Bungeisha Publishing (magazine publisher), Taiyo Seihan (print and film processing), Sun Artist Studio (creative services and production), Prime Pictures (TV commercial production), Supervision Inc. (creative services and production) and Tokyo Ad Party (creative services). ADK in January 2006 launched a subsidiary, Fujian Asatsu-DK in Fuzhou, China, giving the company nine subsidiaries in China. Also, in the third quarter of this year, ADK will introduce an online agency in Japan specializing in interactive media services. ADK was founded in Tokyo in 1956, and initially focused on magazine advertising.

**Top executive:** Koichiro Naganuma, CEO  
**Headquarters:** Asatsu-DK / 13-1 Tsukiji, 1-chome, Chuo-ku, Tokyo, Japan 104-8172 / Phone: 81-3-3547-2003 / Fax: 81-3-3547-2345 / URL: www.adk.jp

## TRADITIONAL AGENCIES

### ADK America

<b>Agency totals</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
<b>Revenue (\$ in millions)</b>			
U.S.	\$2.7	\$2.6	2.6
<b>Employees</b>			
U.S.	23	19	21.1

**Notes:** ADK America is a traditional ad agency largely representing Japanese companies in the U.S.

**Top Executives:** Shinya Miyata, chmn; Dwain Taylor, pres & CEO  
**Headquarters:** ADK America / 515 W. 20th St., New York, N.Y. 10011 / Phone: (646) 284-9812 / Fax: (646) 284-9825 / URL: www.adkamerica.com

## 15 Aspen Marketing Services

<b>Revenue (\$ in millions)</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	\$229.0	\$180.0	27.2
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	459	375	22.4
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	9	9	0.0

**Notes:** Aspen Marketing Services is a privately-held marketing services agency with a concentration of clients in the auto, telecom, travel, retail, financial services and computer industries. It draws 74% of its revenue from direct marketing and the rest from sales promotion and interactive. In March 2005, Aspen bought SRI Analytics, an Atlanta-based data analytics firm specializing in customer lifecycle management and statistical modeling, particularly within the telecommunications sector. SRI was renamed Aspen Analytics. Aspen itself was formed through acquisition. It is a confab of marketing services companies, including Aspen Direct, Hanig & Co., Creative Marketing

International, PhoneWorks and Corporate Trademarks. Aspen operates regional full-service offices in Alpharetta, Ga., Boise, Idaho, Lake Orion, Mich., Irvine, Calif., and St. Petersburg, Fla., and sales offices in Phoenix, Flower Mound, Texas, and Birmingham, Ala.

**Top executive:** Patrick O'Rahilly, pres & CEO  
**Headquarters:** Aspen Marketing Services/1240 North Ave., West Chicago, Ill. 60185/Phone: (630) 293-9600/Fax: (630) 293-7584/URL: www.aspenms.com

## 32 Bartle Bogle Hegarty\*

<b>Revenue (\$ in millions)</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	\$128.1	\$115.9	10.5
U.S.	\$32.0	\$28.9	10.7
Non-U.S.	\$96.1	\$87.0	10.5
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	600	550	9.1
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	5	5	0.0
U.S.	1	1	0.0
Non-U.S.	4	4	0.0

**Notes:** Bartle Bogle Hegarty, founded in 1982, employs 550 worldwide in offices in London, Singapore, Toyko, New York and Sao Paulo. In 2005 it took steps to expand into China under the direction of Arto Hampartsoumian, who left as managing director of Wieden & Kennedy Tokyo in 2005. BBH in fact doubled its employee count in Asia in 2005, from 50 to 100; it upgraded its Toyko office from a satellite office for Levi's to a full-service agency, and staffed up to enter Shanghai without a Chinese partner (this is the first year foreign agencies seeking offices in China don't have to couple with a local partner). In two years, Bartle plans to expand into India where Unilever, a client, is the largest advertiser. BBH says 71% of group income comes from work which runs in more than one country. Bartle says it added \$600 million in billings in 2005, a 40% increase to \$1.5 billion, much of that activity occurring in October when it won British Airways (\$90 million global) from M&C Saatchi, and gained \$250 million of Unilever's \$280 million global detergent business from Lowe Worldwide and JWT. The new account haul helped the agency push gross income 14% in 2005. BBH has a 25% stake in the U.K. interactive agency Dare, founded in 2000 by Mark Collier, former joint managing director at Bartle. BBH is 49% owned by Publicis Groupe, an investment taken by Publicis' Leo Burnett Worldwide several years ago.

**Top executive:** Nigel Bogle, CEO  
**Headquarters:** Bartle Bogle Hegarty/60 Kingly St., London, United Kingdom W1B 5DS/Phone: 44-207-734-1677/Fax: 44-207-437-3666/URL: www.bartleboglehegarty.com

## TRADITIONAL AGENCIES

### Bartle Bogle Hegarty New York\*

<b>Agency totals</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
<b>Revenue (\$ in millions)</b>			
U.S.	\$32.0	\$28.9	10.7
<b>Offices</b>			
U.S.	1	1	0.0

**Notes:** BBH New York is the advertising organization's U.S. operation. The shop gained Stephen Harty in September as chairman of North America, replacing Cindy Gallop who resigned in mid-August to seek an agency job that would enable her to spend more time in New York. Ms.

# Special Report AGENCY PROFILES SUPPLEMENT

Gallop was U.S. chairperson and global chief marketing officer. Mr. Harty most recently was managing partner of Plus Consulting Group, an Interpublic unit. He has been a senior executive at Doremus & Co., Ogilvy & Mather Worldwide and Merkle Newman Harty, of which he was co-founder. Media director, Barry Lowenthal, resigned in January 2006 to run Media Kitchen, a unit of Kirshenbaum Bond Creative Network.

**Top Executive:** Nigel Bogle, CEO

**Headquarters:** Bartle Bogle Hegarty / 7 W. 22nd St., New York, N.Y. 10010 / Phone: (212) 812-6600 / Fax: (212) 242-4110 / URL: www.bartleboglehegarty.com

## 11 Carlson Marketing Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$370.0	\$346.9	6.7
U.S.	\$266.0	\$246.5	7.9
Non-U.S.	\$104.0	\$100.4	3.6
Employees	2005	2004	% chg
Worldwide	2,951	2,946	0.2
U.S.	1,754	1,851	-5.2
Non-U.S.	1,197	1,095	9.3
Offices	2005	2004	% chg
Worldwide	49	52	-5.8
U.S.	19	21	-9.5
Non-U.S.	30	31	-3.2

**Notes:** Carlson Marketing Group is a marketing services company that defines itself as a relationship marketing company. Jim Schroer became president-CEO in May 2005, moving from executive VP for global sales, marketing and service at DaimlerChrysler Corp. Prior to that he was at Ford Motor Co. in a similar post. Both Ford and DaimlerChrysler are key clients at Carlson. Mr. Schroer replaced Jim J. Ryan, who left in October 2004, and is charged with leading the global strategic business direction as well as day-to-day operations of Carlson Marketing Group. Carlson in 2005 tightened controls on its international offices which had operated with a great deal of autonomy in the past, and broadened its global coverage by adding new talent with global experience, including Andy Wright, executive VP of sales and marketing services and most recently DM practice leader for Euro RSCG 4D; Alex Kim, senior VP and managing director, Korea, formerly with DaimlerChrysler; Steve Luengo-Jones, managing partner of Peppers & Rogers Group in Europe, and formerly president of solutions consulting at EDS UK; and Cyril Wismar, VP of event marketing, formerly at PGI. Mr. Wright also is a member of Carlson's global executive committee. Carlson Marketing Group is a unit of Carlson Cos., which owns the Radisson, Park Plaza and Country Inns & Suites hotel chains, TGI Friday's restaurant and half of Carlson Wagonlit Travel.

**Top executive:** Jim Schroer, pres & CEO

**Headquarters:** Carlson Marketing Group/Carlson Parkway, P.O. Box 59159, Minneapolis, Minn. 55459/Phone: (763) 212-4520/Fax: (763) 212-4580/URL: www.carlsonmarketing.com

## 18 Cheil Communications

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$210.7	\$185.9	13.4
U.S.	\$18.5	\$14.4	28.6
Non-U.S.	\$192.3	\$171.5	12.1

Employees	2005	2004	% chg
Worldwide	1,114	1,146	-2.8
U.S.	80	81	-1.2
Non-U.S.	1,034	1,065	-2.9
Offices	2005	2004	% chg
Worldwide	26	24	8.3
U.S.	4	3	33.3
Non-U.S.	22	21	4.8

**Notes:** Founded in 1973, publicly-held Cheil Communications is the largest agency group in South Korea and globally runs 25 operations in 18 countries, including U.S. offices in Ridgefield Park, N.J., Dallas and Irvine, Calif. Its largest shareholder is Samsung Corp. In fact, Cheil grew out of the Samsung network and retains its global business with the help of strategic alliance agreements with other agencies. Samsung is its biggest client, but global marketers are well represented on its client roster in Korea. Samsung's budget includes one-third overall image and brand building and the rest is specific products.

**Top executive:** Dongman Bai, pres

**Headquarters:** Cheil Communications/736-1, Hannam-2 dong, Yongsan-gu, Seoul, South Korea 140-739/Phone: 82-2-3780-2220/Fax: 82-2-3780-3114-2204/URL: www.cheil.com

## TRADITIONAL AGENCIES

### CCA

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$18.5	\$14.4	28.6
Employees	2005	2004	% chg
U.S.	80	81	-1.2

**Notes:** CCA, which stands for Cheil Communications America, is a full-service agency with three U.S. offices: Ridgefield Park, N.J., Irvine, Calif., and Richardson, Texas. The shops work closely with CCA offices in Mexico City and Toronto. CCA is owned by Cheil Communications, Seoul. The agency largely handles the multiple divisions of Samsung Corp., including telecom, semiconductors, consumer electronics, home appliances, digital information and technology.

**Top Executive:** Michael C.S. Kim, pres

**Headquarters:** CCA / 105 Challenger Rd., Ridgefield Park, N.J. 07660 / Phone: (201) 229-6050 / Fax: (201) 229-6058 / URL: www.ccaworld.com

## 36 Chime Communications

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$114.2	\$99.2	15.2
U.S.	\$1.2	\$0.8	48.6
Non-U.S.	\$113.0	\$98.4	14.9
Employees	2005	2004	% chg
Worldwide	600	600	0.0

**Notes:** Chime Communications is the holding company for the U.K.'s biggest public relations group (Bell Pottinger, Good Relations, Harvard, Insight, Resonate, Ozone, De Facto, MMK, Rare and Traffic); a U.K. research and consultation group (OLR and SMART), and with the recent acquisition of VCCP, a fast growing advertising and marketing services group that includes specialist agencies in financial services (Teamspirit), property marketing (TTA) and contract publishing (Rare). Publicly-held Chime reported operating income (its terminology for revenue in this report) of \$114.2 million, up 19.3%, in 2005 and profit

# Special Report AGENCY PROFILES SUPPLEMENT

of \$14 million, up 76.9%. Organic growth was 16% of operating profit, while operating profit margin was 15.3%. The marketing organization's PR unit accounts for 63% of operating income, advertising and marketing services is credited with 30% and research, 7%. Chime added to its PR division in September 2005, acquiring De Facto Communications, a London healthcare and life science PR consultancy, and buying in July 2005 Baxter Hulme, a PR shop in Macclesfield, U.K. It boosted its agency division in July 2005, acquiring Valance Carruthers Coleman Priest (VCCP), a London integrated marketing services shop. VCCP, founded in 2002, reported \$15 million in revenue for fiscal year 2005, nearly double its revenue in 2004. WPP, an investor in Chime, provided about 10% of the \$54 million VCCP purchase price. Other than obtaining a fast-growing agency, the acquisition may help Chime boost its stock value in a market that places higher value on ad agencies than below-the-line operations, Chime's forte. In January 2006, Chime sold its remaining 51% holding in Howell Henry Chaldecott Lury to WPP, owner of 49% of HHCL since 2004. Chime is 19.1% owned by WPP. Chime says 32% of its income is derived from overseas work. It has four wholly-owned offices in Frankfurt, Munich, Dubai and Boston, and in 2006 is seeking to expand its corporate and financial PR operations into New York and public affairs into Washington.

**Top executive:** Tim Bell, chmn; Christopher Satterthwaite, group chief exec

**Headquarters:** Chime Communications / 14 Curzon St., London, United Kingdom W1J 5HN / Phone: 44-20-7861-8515 / Fax: 44-20-7861-8516 / URL: www.chime.plc.uk

## 46 ChoicePoint Precision Marketing

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$91.5	\$93.4	-2.0

**Notes:** ChoicePoint Inc., a publicly-held company, is represented among the largest marketing organizations by its marketing services arm, ChoicePoint Precision Marketing, which largely traces its genesis to the October 1998 acquisition of Customer Development Corp. The database-driven marketing services arm provides customized marketing programs primarily to clients in the insurance, consumer finance, publishing and banking industries. Services include data, print fulfillment, database and campaign management services, as well as web-based solutions. The marketing services segment accounted for 8.7% of total ChoicePoint revenue of \$1.06 billion in 2005. Total revenue was up 15% from the prior year, largely due to the company's insurance and government services segments. The 2% decline in marketing services revenue came from reduced spending levels from customers in the mortgage industry. Net income declined 5.2% to \$140.7 million, a decline impacted by a charge of \$27.5 million the company took related to expenses incurred when the company stopped sales in March 2005 to its 17,000 small business customers who account for about 5% of its total revenue after ChoicePoint suffered a security breach when hackers stole personal information on nearly 145,000 people. The hackers posed as small-business customers to get at the sensitive data. ChoicePoint's primary business is providing identification and credential verification services, serving business, government, non-profit organizations and individuals. ChoicePoint expects organic revenue growth in 2006 to hit between 7% and 9%.

**Top executive:** Suzanne Detlefs, VP & gm

**Headquarters:** ChoicePoint Precision Marketing/1000 Alderman Dr., Alpharetta, Ga. 30005 / Phone: (800) 864-1422 / Fax: (309) 689-4444 / URL: www.cp-pm.com

## 23 Clemenger Communications

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$166.0	\$147.4	12.6
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	1,354	1,175	15.2
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	40	36	11.1

**Notes:** Clemenger Communications, founded in Melbourne in 1946 and expanding to Sydney in 1947, is composed of 30 marketing communications companies in Australia and New Zealand. Clemenger is 46.67% owned by BBDO, which bought into Clemenger in 1972. The remainder of its stock is held by 440 of its 1,354 employees. Clemenger, whose fiscal year ended June 30, 2005, reported profit after tax of \$14.3 million, up 24% from 2004. Its diversified marketing services operations account for 50% of its operating revenue.

**Top executive:** Robert Morgan, chmn

**Headquarters:** Clemenger Communications/474 St. Kilda Rd., Melbourne, Victoria, Australia 3004/Phone: 61-3-9869-4444/Fax: 61-3-9820-1232/URL: www.clemenger.com.au

## 25 Cossette Communication Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$164.1	\$140.1	17.1
U.S.	\$26.9	\$17.3	55.1
Non-U.S.	\$137.2	\$122.8	11.7
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	1,466	1,351	8.5
U.S.	137	103	33.0
Non-U.S.	1,329	1,248	6.5
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	18	18	0.0
U.S.	5	5	0.0
Non-U.S.	13	13	0.0

**Notes:** Cossette Communications Group, founded in 1972 in Quebec City and publicly traded since 1999, is an integrated marketing holding company whose primary advertising operation is Cossette Communications-Marketing in Canada. In the U.S., the marketing organization has owned Cossette Post, New York, since 2001, and Los Angeles-based PainePR since 2004. Paine also has offices in Irvine, Calif., New York and Boston. In its most recent fiscal period ended Sept. 30, 2005, Cossette expanded internationally by setting up a network of PR firms behind PainePR, Band & Brown in London (also bought in 2004) and Optimum Public Relations in Canada, established an office in Shanghai, and, at year-end, acquired controlling interest in Miles Calcraft Briginshaw Duffy (MCBD), a London advertising, sales promotion and direct marketing agency. The year marked the first full year of operations in Shanghai for Cossette's branding and design unit, Identica. At the end of its fiscal year, Cossette drew 72% of its gross



# Special Report AGENCY PROFILES SUPPLEMENT

income (its term for revenue) from its coast-to-coast Canadian operation, 16% from the U.S. and 12% from Europe. The agency, which has over 800 clients, draws 44% of its gross income from the top 10 clients and 72% from the top 50. The marketing organization offers multiple specialized services that operate under independent divisions and each division has its own clients. These specialized services are viewed as convergent disciplines at Cossette where cross-discipline account teams may operate out of a single office for local campaigns, or be divided among Cossette offices for national and international accounts. Among its disciplines are sales promotion, direct, database management, branding and design, corporate identity, interactive, Asian marketing, B2B, urban youth marketing and sports marketing. Among its disciplines, Cossette acquired Planning Ahead, a Toronto consultancy, and added it to Nucleus Strategic Core Properties, Cossette's strategic planning division. Main offices are in Quebec City, Montreal, Toronto, Vancouver, Halifax, Ottawa, New York, Irvine, Calif., London and Shanghai.

**Top executive:** Claude Lessard, chmn & CEO

**Headquarters:** Cossette Communication Group/801 Chemin St. Louis, Ste. 200, Quebec City, Quebec, Canada G1S 1C1/Phone: (418) 647-2727/Fax: (418) 523-1689/URL: www.cossette.com

## TRADITIONAL AGENCIES

### Cossette Post Communications

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$15.3	\$17.3	-11.4
Employees	2005	2004	% chg
U.S. ....	74	103	-28.2

**Notes:** Cossette Post is largely a traditional agency and has specialties in marketing communications and interactive. The shop was acquired by Cossette in 2001.

**Top Executive:** Lance Smith, pres

**Headquarters:** Cossette Post Communications / 415 Madison Ave., 3rd Fl., New York, N.Y. 10017 / Phone: (212) 753-4700 / Fax: (212) 755-0284 / URL: www.cossettepost.com

## PUBLIC RELATIONS AGENCIES

### PainePR

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$11.5	\$8.3	38.4
Employees	2005	2004	% chg
U.S. ....	63	54	16.7

**Top Executive:** David Paine, CEO

**Headquarters:** PainePR / 19000 MacArthur Blvd., 8th Fl., Irvine, Calif. 92612 / Phone: (949) 809-6700 / Fax: (949) 260-1116 / URL: www.painepr.com

## 44 Cramer-Krasselt

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$96.2	\$83.7	14.9
Employees	2005	2004	% chg
U.S. ....	469	462	1.5
Offices	2005	2004	% chg
U.S. ....	5	5	0.0

**Notes:** Cramer-Krasselt, founded in 1898, is an integrated agency owned by senior managers. The agency has offices in Chicago, Milwaukee, Orlando, Phoenix and New York, the latter opening in 2004 with the hiring of Larry Hampel and Dean Stefanides (formerly of Hampel Stefanides) to run the shop. In November 2005, C-K placed key executives in new roles: Marshall Ross became executive VP, chief creative director, moving up from executive creative director; Karen Seamen, executive VP at the agency, was given the additional title of general manager of the headquarters office in Chicago; and John Melamed and Betsy Brown, also exec VPs, became co-general managers at the Milwaukee office.

**Top executive:** Peter Krivkovich, pres & CEO

**Headquarters:** Cramer-Krasselt / 225 N. Michigan Ave., Ste. 24, Chicago, Ill. 60601 / Phone: (312) 616-9600 / Fax: (312) 616-3839 / URL: www.c-k.com

## 5 Dentsu\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$2,887.8	\$2,940.6	-1.8
U.S. ....	\$48.4	\$48.2	0.4
Non-U.S. ....	\$2,839.4	\$2,892.4	-1.8
Employees	2005	2004	% chg
Worldwide .....	15,058	14,454	4.2
U.S. ....	244	223	9.4
Non-U.S. ....	14,814	14,231	4.1
Offices	2005	2004	% chg
Worldwide .....	116	116	0.0
U.S. ....	8	8	0.0
Non-U.S. ....	108	108	0.0

**Notes:** Dentsu is largely comprised of eponymous lead agency Dentsu, the world's largest core advertising agency brand, based in Tokyo with offices and subsidiaries throughout Japan, as well as a network of Asian, European and North American shops. In addition, Dentsu holds 35% ownership of the Asian ad network Dentsu, Young & Rubicam Partnerships. WPP Group owns the rest of DYR. Dentsu also owns 15% of Publicis Groupe, largely the result of Dentsu's 22% interest in the former Bcom3 Group, which was purchased by Publicis in 2002. In 2004 Dentsu formed Dentsu Cayenne Holdings, London, to act as regional headquarters for Dentsu's operations in Europe, largely consisting of its 60% interest in Duesseldorf-based Cayenne Group. In January 2006 Dentsu established a third agency in India, Dentsu Creative Impact, New Dehli. Dentsu will hold 74% of the new venture, and a local management consulting firm, Mogae Consultants, will hold the remainder. Dentsu Marcom, New Dehli and Dentsu Communications, Bangalore, are Dentsu's two existing Indian shops. Dentsu in February 2006 linked agreements with Publicis shops Paname in France and BMZ+more in Germany to provide advertising services to Japanese clients in addition to existing national clients. The agreement involves a management-level tie-in rather than an exchange of equity. Publicis and Dentsu in 2004 created jointly-held Zurich-based iSe, a sports unit that is currently handling the hospitality program for the upcoming soccer World Cup in Germany this summer. In Germany, Dentsu will work with BMZ through its local shop, Cayenne.

**Top executive:** Tateo Mataka, pres & CEO

**Headquarters:** Dentsu / 1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo, Japan 105-7001 / Phone: 81-3-6216-5111 / Fax: 81-3-6217-5516/ URL: www.dentsu.com

# Special Report AGENCY PROFILES SUPPLEMENT

## TRADITIONAL AGENCIES

### Cayenne Group

**Notes:** Cayenne Group, based in Duesseldorf, is a network of creative agencies in Europe owned 60% by Dentsu. Cayenne has offices in Amsterdam, Barcelona, Milan, Prague and Vienna.

**Top Executive:** Wilfried Klanke, mg dir

**Headquarters:** Cayenne Group / Rheinallee 9, Duesseldorf, Germany 40549 / Phone: 49-0211-977-69-0 / Fax: 49-0211-977-69-40 / URL: www.cayenne.de

### Colby & Partners\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$24.6	\$21.1	16.6
Employees	2005	2004	% chg
U.S. ....	105	94	11.7

**Notes:** Dentsu-owned Colby & Partners is a Santa Monica, Calif.-based agency with additional offices in Brea, Calif., and New York, the latter opened in June 2004 to service the newly won Sharp Electronics Corp. account.

**Top Executive:** Rick Colby, pres & exec creative dir

**Headquarters:** Colby & Partners / 2001 Wilshire Blvd., Santa Monica, Calif. 90403 / Phone: (310) 586-5600 / Fax: (310) 586-5894 / URL: www.colbyandpartners.com

### DCA Advertising\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$15.5	\$19.9	-21.8
Employees	2005	2004	% chg
U.S. ....	84	80	5.0

**Notes:** DCA Advertising is part of Dentsu's DCA Group along with DCA Lab, Palo Alto, Calif., and Dentsu Canada (formerly DCC Communications), Toronto. The Group employs 138 with DCA Advertising claiming 84 of that staff.

**Top Executive:** Toyo Shigeta, pres & CEO

**Headquarters:** DCA Advertising / 666 Fifth Ave., New York, N.Y. 10103 / Phone: (212) 397-3333 / Fax: (212) 261-4286 / URL: www.dcaadvertising.com

## INTEGRATED MARKETING AGENCIES

### Renegade Marketing Group\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$6.0	\$5.2	16.3
Employees	2005	2004	% chg
U.S. ....	40	35	14.3

**Notes:** Renegade is an advertising agency with a large portion of its business in interactive marketing, sales promotion and event marketing, including "alternative" guerrilla and viral marketing efforts. It became part of Dentsu in 1996, and bought back 22% of itself in 1999. The agency was founded in 1993 by Drew Neisser and Shigeo Sugawa.

**Top Executive:** Drew Neisser, pres & CEO

**Headquarters:** Renegade Marketing Group / 75 Ninth Ave., 4th Fl., New York, N.Y. 10011 / Phone: (646) 486-7700 / Fax: (646) 486-7800 / URL: www.renegademarketing.com

## PUBLIC RELATIONS AGENCIES

### Dentsu Communications\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$2.2	\$2.0	7.0
Employees	2005	2004	% chg
U.S. ....	15	14	7.1

**Notes:** Dentsu Communications is a U.S. PR and marketing communications agency owned by Dentsu.

**Top Executives:** Yuki Hattori, pres; Gino Colangelo, exec VP

**Headquarters:** Dentsu Communications / 225 W. 57th St., 5th Fl., New York, N.Y. 10019 / Phone: (212) 660-6785 / Fax: (212) 660-6797 / URL: www.dentsucommunications.com

## 13 Digitas

Revenue (\$ in millions)	2005	2004	% chg
Worldwide ....	\$340.5	\$251.6	35.3
U.S. ....	\$326.9	\$244.0	33.9
Non-U.S. ....	\$13.6	\$7.5	80.4
Employees	2005	2004	% chg
Worldwide ....	1,740	1,500	16.0
U.S. ....	1,660	1,410	17.7
Non-U.S. ....	80	90	-11.1
Offices	2005	2004	% chg
Worldwide ....	7	6	16.7
U.S. ....	6	5	20.0
Non-U.S. ....	1	1	0.0

**Notes:** Digitas is a publicly-held holding company founded in 1999 that offers strategic and technology consulting and marketing services from its three agencies: the agency Digitas that was founded in 1980, Modem Media, an interactive shop acquired in October 2004, and Medical Broadcasting Co., a digital agency serving the pharmaceutical and healthcare industry acquired in January 2006. Digitas, the holding company, reported net income of \$40.9 million in 2005, up 32.2%, on revenue of \$340.5 million, a 35.3% growth credited to the acquisition of Modem Media, on the books from Oct. 15, 2004, and an increase in digital services offset by a reduction in revenue from AT&T Corp. which discontinued marketing its local and long-distance phone service in 2005. Digitas in a February 2005 analyst presentation said it lost all but about \$4-\$6 million in fees from its \$30.6 million (in fees) business from AT&T. Another Digitas account, Delta Air Lines, entered bankruptcy protection in September 2005, but Digitas continues to work for the client and expects bankruptcy proceedings to have minimal impact on fees earned from the client. Digitas' client mix as a result is becoming more democratic: The company drew 67% of its fee revenue from its top 10 clients in 2005 compared with 78% from its top 10 in 2004. Digitas reports 96% of revenue came from the U.S. in 2005 vs. 97% in 2004. Digitas says it expects fee revenue in 2006 to reach \$405 million-\$427 million. No revenue from Medical Broadcasting Co. is present in the Digitas totals.

**Top executive:** David Kenny, chmn & CEO

**Headquarters:** Digitas/33 Arch St., Boston, Mass. 02110/Phone: (617) 867-1000/Fax: (617) 867-1111/URL: www.digitas.com



# Special Report AGENCY PROFILES SUPPLEMENT

## INTEGRATED MARKETING AGENCIES

### Digitas\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$252.0	\$220.0	14.5
Employees	2005	2004	% chg
U.S. ....	1,490	1,240	20.2

**Notes:** The agency Digitas, founded in 1980, has offices in Boston, Chicago and New York. The agency's fee revenue is split almost equally between direct marketing—its service of origin—and interactive. Digitas' offices in San Francisco and London were merged into operations of Modem Media in those cities soon after Modem's acquisition by Digitas holding company in October 2005. Several clients also were shifted between the agencies to avoid conflicts. Because of these changes, Ad Age restated prior-year estimates for both Digitas and Modem before moving forward with estimates for 2005. In 2005, Digitas established A/V production departments in Boston and New York, partly to expand video expertise. David Bryant became creative director in the New York office. Also, Torrence Boone became managing director of Digitas in Boston, moving from that position at Digitas' Chicago office. He succeeded Rob Cosinuke, who ran the Boston office for a year. Mr. Cosinuke returned to client management and business development. With General Motors moving increasingly away from traditional advertising to more cost-effective advertising, Digitas, which handles a lot of GM's Internet and offline advertising (GM represents about 22% of its revenue), is in line to benefit, according to a March 2006 report from Merrill Lynch.

**Top Executive:** Laura Lang, pres

**Headquarters:** Digitas / 33 Arch St., Boston, Mass. 02110 / Phone: (617) 867- 1000 / Fax: (617) 867-1111 / URL: www.digitas.com

### Modem Media\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$89.0	\$75.0	18.6
U.S. ....	\$75.4	\$67.5	11.7
Non-U.S. ....	\$13.6	\$7.5	80.4
Employees	2005	2004	% chg
Worldwide .....	250	260	-3.8
U.S. ....	170	170	0.0
Non-U.S. ....	80	90	-11.1

**Notes:** Modem Media, an interactive marketing strategy and services agency, was bought by holding company parent Digitas on Oct. 15, 2004, and consolidated into Digitas' financials at that point. Returns are considered estimates and reflect international returns for two consecutive years. At Modem's acquisition, the parent company moved international operations at London's Digitas agency into Modem's London shop, and did the same at the Digitas San Francisco office. To reflect continuing operations, Modem is credited with all international returns at Digitas, the holding company, for two consecutive years. Founded in 1987, Modem is headquartered in Norwalk, Conn. It opened a media-specific office in Manhattan in December 2005 to meet the demands of a four-fold increase in client media the past three years, says the agency. In early 2006, Frank Gallon became chief operating officer, a new post, moving from chief operating officer-CFO at R/GA. He reports to President Martin Reidy, also an R/GA alum. Mr. Reidy gained the president title from Marc Particelli. Mr. Particelli, who was also CEO at Modem, left the company after it was sold, and is CEO at Epana, a New

York-based company involved in consumer phone calling cards. Interpublic once held a sizable minority (43%) of Modem before reducing that to a nominal investment the end of 2003.

**Top Executive:** Martin Reidy, pres

**Headquarters:** Modem Media / 230 East Ave., Norwalk, Conn. 06885 / Phone: (203) 299-7000 / Fax: (203) 299-7060 / URL: www.modemmedia.com

## HEALTHCARE AGENCIES

### Medical Broadcasting Co.\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$24.0	\$20.0	20.0
Employees	2005	2004	% chg
U.S. ....	140	131	6.9

**Notes:** Medical Broadcasting Co., a full-service healthcare interactive marketing agency with offices in Philadelphia, its headquarters, and New York, was sold to Digitas in January 2006. A 10% stake held in MBC by WPP also went to Digitas. Founded in the late 1980s by David Kramer and Linda Holliday, who remain CEO and president, respectively, MBC evolved from a provider of films and TV commercials for medical clients in the 1980s to an interactive agency in the 1990s involved in website creation and design, intranets, e-business intelligence, etc. Under terms of the purchase agreement with Digitas, total purchase price will be determined on a three year earn-out arrangement. An initial payment of \$30.4 million comprised of \$22.4 million in cash and \$8 million in Digitas common stock was made at the time of closing the end of January.

**Top Executive:** David Kramer, chmn & CEO

**Headquarters:** Medical Broadcasting Co. / 229 S. 18th St., Rittenhouse Square, Philadelphia, Pa. 19103 / Phone: (215) 545-4444 / Fax: (215) 545-4440 / URL: www.mbcnet.com

## 24 Doner

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$164.3	\$155.7	5.5
U.S. ....	\$150.5	\$141.3	6.5
Non-U.S. ....	\$13.8	\$14.4	-4.3
Employees	2005	2004	% chg
Worldwide .....	1,042	1,071	-2.7
U.S. ....	928	962	-3.5
Non-U.S. ....	114	109	4.6
Offices	2005	2004	% chg
Worldwide .....	9	9	0.0
U.S. ....	6	6	0.0
Non-U.S. ....	3	3	0.0

**Notes:** Doner is one of the world's largest independent agencies, employing a staff of nearly 1,000, more than half at its headquarters in Southfield, Mich., and the remainder in offices in Cleveland, Boston, Dallas, Tampa, Newport Beach, Calif., Toronto and London. Doner also has a relationship with Grupo Ferrer, Mexico City, with which it teamed to win the Mazda de Mexico account in early 2005. Growth at Doner took off in 1997 when it gained the Mazda North American account, valued at \$240 million in billings. Its worldwide "Zoom-Zoom" creative for the client is what gained it the Mazda de Mexico business, a second-half 2005 startup. Doner's rise from a regional to a national and internation-

# Special Report AGENCY PROFILES SUPPLEMENT

al agency was literally sparked by a fire that destroyed its Southfield office in 1996. The agency used that occasion to strategize big rather than small, including reinventing its media and direct marketing operations with new management, and going after high-profile clients like Mazda. Doner is known for generating a significant amount of its revenue through incentive pay clauses in client compensation contracts. Doner was founded in Baltimore in 1937 by W. B. "Brod" Doner. Mr. Doner died in 1990. The agency dropped the initials in 1999. In 2004, the agency closed its co-headquarters in Baltimore, shedding three-fourths of its 74 staffers there and moving the rest to Michigan as a step toward more efficiency.

**Top executive:** Alan Kalter, chmn & CEO

**Headquarters:** Doner/25900 Northwestern Hwy., Southfield, Mich. 48075/Phone: (248) 354-9700/Fax: (248) 354-0203

## 41 DVC Worldwide\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$100.4	\$100.3	0.1
U.S.	\$30.2	\$30.2	0.1
Non-U.S.	\$70.2	\$70.2	0.1

**Notes:** DVC Worldwide is a full-service agency with a focus on promotional marketing, from sponsorship, co-marketing and experiential marketing to digital, CRM and direct marketing as well as traditional advertising and PR. Headquartered in Morristown, N.J., DVC also has offices in New York, Norwalk, Conn., Chicago and Minneapolis. DVC also has a strong presence in the U.K., where in 2001 it bought Aspen Field Marketing, Maidenhead, U.K., a field marketing agency. DVC is the former Dugan Valva Contess.

**Top executive:** Mike Zeman, CEO

**Headquarters:** DVC Worldwide/44 Whippany Rd., Morristown, N.J. 07960/Phone: 973-775-6700/Fax: 973-775-6701/URL: www.dvc.com

## 20 Epsilon

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$184.4	\$144.4	27.7
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	.986	.696	41.7
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	.5	.4	25.0

**Notes:** Epsilon, a subsidiary of Alliance Data Systems Corp., Dallas, is a customer management and loyalty marketing agency. Founded in 1969, Epsilon was sold in October 2004 to Alliance by Wakefield, Mass.-based Relizon. With Epsilon, Alliance can integrate direct marketing solutions by combining database management technologies and analytics with a broad range of direct marketing services. In September 2005, Epsilon acquired for \$133.4 million Bigfoot Interactive, a full-service provider of strategic ROI-focused email communications and marketing automation solutions. Type of work handled by Epsilon is its contract for Bank of America won in July 2005 to complete the building of an enhanced consumer marketing database and to host and manage the system for the client. Epsilon in February 2006 reached agreement to acquire DoubleClick Email Solutions, an operating unit of DoubleClick Inc. DoubleClick Email Solutions, a permission-based email marketing service provider with operations across North

America, Europe and Asia/Pacific, has a client base heavy in retail, travel, consumer products and media/publishing, and employs 220 full-time employees. It is being integrated into Epsilon under the Epsilon Interactive operating unit and brand. Parent Alliance Data Systems is a provider of transaction services and credit services in addition to its Epsilon marketing services division. Epsilon represents just over 12% of Alliance revenue of \$1.5 billion in 2005, up 19% from the prior year.

**Top executive:** Michael Iaccarino, pres & CEO

**Headquarters:** Epsilon / 601 Edgewater Dr., Wakefield, Mass. 01880 / Phone: (781) 685-6000/Fax: (781) 685-0830 / URL: www.epsilon.com

## 8 Hakuholdo DY Holdings\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,364.0	\$1,372.4	-0.6
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	.7,181	6,652	8.0
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	.86	88	-2.3

**Notes:** Hakuholdo DY Holdings is the holding company created in October 2003 to integrate the business operations of Hakuholdo, Daiko Advertising and Yomiko Advertising. HDY in February 2005 was listed on the Tokyo Stock Exchange. Hakuholdo, Daiko and Yomiko are wholly owned subsidiaries of the holding company. A fourth wholly-owned subsidiary is Hakuholdo DY Media Partners, established in December 2003, and for which Recma, the billings tracking service, projected 2005 billings at \$6.4 billion. Cooperation on the media front paved the way for the formation of the holding company. The three agency networks merged their media planning and buying operations in October 2001. In a separate agreement, ad organization Asahi Advertising, turned over its broadcast media buying to Hakuholdo in April 2002, to take advantage of economies of scale. HDY and Asahi remain totally separate otherwise. HDY and TBWA in July 2006 will launch a joint venture in Japan called TBWA/Hakuholdo, by merging TBWA's existing Tokyo shop with Hakuholdo/G1, the subsidiary that services Hakuholdo's Nissan account. The partners, to serve both local and foreign companies in Japan, will collaborate on the Nissan account and serve TBWA's existing accounts, Adidas-Salomon and Haagen Dazs. Head of the new shop will be G1's CEO Hiroshi Ochiai. Gary Wenzel from TBWA/Tokyo will be COO. The shop, to employ 300, is owned 60% by Hakuholdo DY and 40% by TBWA. HDY's results are estimates configured to a calendar year closing Dec. 31, although Hakuholdo's fiscal year ends in March. Returns do not include U.S. operation Mendelsohn Zien, Los Angeles of which HDY owns less than 50%. In early 2006 HDY sold back its 49% interest in McCaffery Gottlieb Lane, New York, making the agency fully independent.

**Top executive:** Toshio Miyagawa, pres & representative dir

**Headquarters:** Hakuholdo DY Holdings / Shiodome City Center, 5-2 Higashi-Shinbashi, 1-chome, Minato-ku, Tokyo, Japan 105-7155 / Phone: 81-3-6218-9062 / Fax: 81-3-6218-9038 / URL: www.hakuholdody-holdings.co.jp

### TRADITIONAL AGENCIES

#### Daiko Advertising\*

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$202.0	\$196.0	3.1

# Special Report AGENCY PROFILES SUPPLEMENT

Employees	2005	2004	% chg
Worldwide	1,344	1,281	4.9
Offices	2005	2004	% chg
Worldwide	27	28	-3.6

**Notes:** Daiko Advertising, established in 1944, is a network of Japan and Far East agencies. Daiko has regional offices in Japan in Hokkaido, Sendai, Niigata, Tokyo, Nagoya and Osaka. Its overseas network is directed largely at China where it has offices in Hong Kong, Beijing, Shanghai and Guangzhou. A lead client at Daiko is Matsushita Electric Industrial Co. It also serves Suntory Co., Kintetsu, Okinawa Meiji Milk Products and Mie Prefecture among others. Daiko is one of three agencies to form Hakuholdo DY Holdings and its subsidiary Hakuholdo DY Media Partners. Daiko Chairman Takeshi Adachi is vice chairman and Daiko's operating director, Toshinobu Miyamoto, a director of the newly-created Hakuholdo DY Holdings.

**Top Executive:** Isao Takano, pres & representative dir  
**Headquarters:** Daiko Advertising / Shuwa Shiba Park Bldg., 4-1, 2-chome, Shibakouen, Minato-ku, Tokyo, Japan 105-8533 / Phone: 81-3-3437-8111 / Fax: 81-3-3437-8581 / URL: www.daiko.co.jp

## Hakuholdo\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$885.0	\$898.0	-1.4
Employees	2005	2004	% chg
Worldwide	4,456	4,008	11.2
Offices	2005	2004	% chg
Worldwide	41	41	0.0

**Notes:** Hakuholdo is one of three agency networks in Hakuholdo DY Holdings, formed in late 2003. Hakuholdo closed its U.S. shop, Hakuholdo Advertising America, in 2003, and then purchased a 49.9% interest in Los Angeles agency Mendelsohn Zien Advertising. The agency network also acquired 30% of Damm GmbH, a full-service shop in Frankfurt, Germany. Hakuholdo has minority positions in two European and three Asian agencies and 60% of Australia's Morris Johnston Walpole.

**Top Executive:** Junji Narita, pres & CEO  
**Headquarters:** Hakuholdo / 3-4-1 Shibaura, Minato-ku, Tokyo, Japan 108-8088 / Phone: 81-3-5446-6161 / Fax: 81-3-5446-6166 / URL: www.hakuholdo.co.jp

## Mendelsohn Zien Advertising\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$21.1	\$19.9	6.0
Employees	2005	2004	% chg
U.S.	36	33	9.1
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Mendelsohn Zien is 49.9% owned by Hakuholdo.  
**Top Executive:** Richard Zien, pres  
**Headquarters:** Mendelsohn Zien Advertising / 11111 Santa Monica Blvd., 21st Fl., Los Angeles, Calif. 90025 / Phone: (310) 444-1990 / Fax: (310) 444-9888 / URL: www.mzad.com

## Yomiko Advertising\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$107.0	\$113.0	-5.3

Employees	2005	2004	% chg
Worldwide	688	683	0.7
Offices	2005	2004	% chg
Worldwide	12	13	-7.6

**Notes:** Yomiko, established in 1929 in Tokyo, has branch offices in Osaka, Nagoya, Sapporo, Fukuoka, Hiroshima and Sendai. Yomiko Chairman Makoto Toriyama is vice chairman of newly-formed Hakuholdo DY Holdings.

**Top Executive:** Yasuharu Iwakiri, pres & representative dir  
**Headquarters:** Yomiko Advertising / 8-14 Ginza 1-chome, Chuo-ku, Tokyo, 104-8686 / Phone: 81-3-3566-6966 / Fax: 81-3-3566-6979 / URL: www.yomiko.co.jp

## MEDIA SPECIALIST AGENCIES

### Hakuholdo DY Media Partners\*

Agency totals			
Billings (\$ in millions)	2005	2004	% chg
Worldwide	\$6,400.0	\$6,153.8	4.0
Employees	2005	2004	% chg
Worldwide	648	611	6.1
Offices	2005	2004	% chg
Worldwide	5	5	0.0

**Notes:** Hakuholdo, Daiko and Yomiko first merged their media units in 2001. It was the precursor to the merging of the rest of those agencies in the creation of Hakuholdo DY Holdings in 2003. Hakuholdo DY Media Partners was formally established as such in December of 2003 and has bases in Tokyo and Osaka. Billings are projections by Recma.

**Top Executives:** Takashi Sato, pres & CEO; Kazuo Shimamura, mg dir  
**Headquarters:** Hakuholdo DY Media Partners / Shiodome City Center, 5-2 Higashi-Shinbashi, 1-chome, Minato-ku, Tokyo, Japan 105-7115 / Phone: 81-3-6218-9033 / Fax: 81-3-6218-9038 / URL: www.hakuholdody-media.co.jp

## 47 Harte-Hanks Direct

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$88.5	\$84.7	4.5
Employees	2005	2004	% chg
U.S.	400	389	2.8
Offices	2005	2004	% chg
U.S.	8	8	0.0

**Notes:** Harte-Hanks Direct is the direct/interactive unit of parent Harte-Hanks Inc., a San Antonio-based company involved in customer relationship management and publishing, the latter including shoppers reaching a circulation of more than 12 million weekly in California and Florida. Harte-Hanks Direct addresses database and integrated marketing strategies for clients in retail, financial services, high-tech, health-care/insurance and pharmaceutical industries. The direct unit is a small segment of Harte-Hanks which in 2005 reported net income of \$114.5 million, up 17.3%, on operating revenue of \$1.13 billion, up 10.1%.

**Top executive:** Frank A. Harvey, VP, Harte-Hanks Inc.  
**Headquarters:** Harte-Hanks Direct / 2050 Cabot Blvd. West, Langhorne, Pa. 19047-1811 / Phone: (215) 750-6600 / Fax: (215) 750-7418 / URL: www.harte-hanks.com

An asterisk (\*) indicates figures are Ad Age estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

## 6 Havas

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,808.0	\$1,866.0	-3.1
U.S.	\$712.8	\$730.7	-2.4
Non-U.S.	\$1,095.2	\$1,135.3	-3.5
Employees	2005	2004	% chg
Worldwide	14,400	14,403	0.0

**Notes:** Havas has three operating groups: New York-based Euro RSCG Worldwide, the global advertising and marketing services network; Barcelona-based MPG, the global media buying and planning network; and Boston-based Arnold Worldwide Partners, an advertising network with its own integrated marketing services operations for regional clients. Havas had a tumultuous year of management changes and account losses in 2005, reporting \$1.81 billion in revenue, a 3.1% drop compared to its performance in 2004 which also was down 0.6% from 2003. The French holding company reported organic growth in euros of 2.5% in 2005. Net income grew 6.9% to \$84.2 million. Operating margin was 10.4%, down from 10.5% in 2004. The income side was abetted by gains recorded from several divestitures. The company, though, was hit by the loss of two of its top 10 accounts—Intel and Volkswagen of America. Management changes were the story at Havas in 2005, with investor Vincent Bollore unseating Alain de Pouzilhac as chairman. Mr. de Pouzilhac resigned from the post midyear after losing out in a power struggle with Mr. Bollore over the direction of Havas. Mr. Bollore forced a vote of the shareholders after his Bollore Investissement had bought about 24% of Havas shares. Mr. Bollore claimed the nonexecutive chairman title and at the time awarded the CEO post to Philippe Wahl CEO, previously president of Caisse Nationale des Caisses d' Epargne savings bank. However, in March 2006, Mr. Wahl was replaced by MPG Media head Fernando Rodes Vila. Mr. Rodes has been the head of MPG since it was formed in 1999 through the merger of a company owned by Mr. Rodes's family with Havas' former media division. Mr. Rodes and his father, Leopoldo Rodés Castane, are members of the Havas board, and own a position in Havas. The Rodes family backed Mr. Bollore in his bid to take over Havas in mid-2005. His appointment in and of itself elevates the media services segment of Havas, and possibly could lead to the creation of a venture between Havas and Carat, owned by Aegis Group in which Mr. Bollore owns more than a 25% stake. Under U.K. law, parties with such an ownership level, can thwart a takeover attempt. WPP chief executive Martin Sorrell and Publicis Groupe CEO Maurice Levy have shown interest in Aegis as well. It has been a matter of conjecture that Mr. Bollore plans to attempt to buy the rest of Aegis and combining all or parts of it with Havas. Other personnel changes included naming Herve Philippe chief financial officer in November 2005, replacing Jacques Herail who left the company after serving in that position since 1996. Havas launched a TV production unit called BE in January 2006 to create brand-backed programming for TV and cable. The unit, under the direction of Guy Champniss, global director-branded entertainment at MPG, operates as a separate entity of Havas with its own staff that cover key markets, the U.S., France, Spain and Portugal. The unit is part of an emerging field within advertising. In the past two years, WPP has established GroupM Entertainment and Omnicom has launched Full Circle Entertainment. Havas and WPP formed a joint venture 2MV to service the Peugeot Citroen (PSA) account that MPG/Mediaedge:cia won in Germany. The unit is 51% owned by MPG and 49% by Group M.

**Top executive:** Vincent Bollore, non-exec chmn; Fernando Rodes Vila, CEO

**Headquarters:** Havas / 2 allée de Longchamp, Suresnes, France 92281/ Phone: 33-1-58-47-90-00 / Fax: 33-1-58-47-99-99 / URL: www.havas-advertising.com

## TRADITIONAL AGENCIES

### Havas Advertising Agencies\*

Agency totals	2005	2004	% chg
<b>Revenue (\$ in millions)</b>			
Worldwide	\$705.7	\$690.4	2.2
U.S.	\$264.2	\$259.9	1.7
Non-U.S.	\$441.5	\$430.5	2.6

**Notes:** Havas Advertising Agencies is an *Ad Age* construct and represents the estimated totals of Havas' advertising operations.

### Archibald Ingall Stretton\*

Agency totals	2005	2004	% chg
<b>Revenue (\$ in millions)</b>			
Worldwide	\$9.0	\$7.8	14.9
<b>Employees</b>			
Worldwide	92	80	15.0
<b>Offices</b>			
U.S.	1	1	0.0

**Notes:** Archibald Ingall Stretton is a creative agency in London. The agency is autonomous within Havas, which owns 40% of the unit. Its accounts include BMW, Moët Hennessy, Skoda and O2.

**Top Executives:** Stuart Archibald, mg ptrn; Jon Ingall, mg ptrn

**Headquarters:** Archibald Ingall Stretton / Berners House, 47-48 Berners St., London, United Kingdom W1T 3NF / Phone: 44-207-467-6100 / Fax: 44-207-467-6101 / URL: www.aislondon.com

### Arnold Worldwide\*

Agency totals	2005	2004	% chg
<b>Revenue (\$ in millions)</b>			
Worldwide	\$187.3	\$162.0	15.6
U.S.	\$114.5	\$97.0	18.0
Non-U.S.	\$72.8	\$65.0	12.0
<b>Employees</b>			
Worldwide	1,800	NA	NA
U.S.	867	869	-0.2
Non-U.S.	933	NA	NA
<b>Offices</b>			
U.S.	10	9	11.1

**Notes:** Arnold Worldwide is lead agency for the regional creative network Arnold Worldwide Partners, formed in 2000. The agency, Arnold Worldwide, has full-service offices in Boston (the headquarters), New York and Washington (McLean, Va.). The AWP network includes shops in London, Toronto, Paris, Milan, Madrid, Barcelona, Sao Paulo, Shanghai, Sydney and Melbourne and affiliated agencies in Japan and the Middle East. U.S. agency McKinney, Raleigh, N.C., which reports to Arnold Worldwide Partners, is not included in its totals in this report. Arnold's media department is part of MPG, the Havas media unit. WCRS, AWP's London connection, in October 2005 bought back the 24.9% share Havas held in the group. Following the buyback, the agency changed its name to Engine. It continues to service joint clients with AWP. Additionally, Ed Eskandarian, Havas director and AWP CEO, remains on the Engine board. In March 2006, Arnold made key management changes: Fran Kelly became CEO of Arnold U.S., a title held by Ed Eskandarian. Mr. Kelly had been president & chief operating officer. This left Mr. Eskandarian as head of Arnold Worldwide Partners. At the same time, Ron Lawner was named vice chairman and global chief creative officer of AWP. Arnold's Boston lead shop was turned over to Pam Hamlin, president, and Pete Favat, chief creative

# Special Report AGENCY PROFILES SUPPLEMENT

officer. At Arnold New York, John Staffen became chief creative officer. After Arnold lost its largest account, Volkswagen of America, in late 2005 to Crispin Porter & Bogusky, the agency planned to lay off from 50 to 80 of its staff.

**Top Executive:** Frank Kelly, pres & CEO-Arnold WW US

**Headquarters:** Arnold Worldwide / 101 Huntington Ave., Boston, Mass. 02199 / Phone: (617) 587-8000 / Fax: (617) 587-8004 / URL: www.arnoldworldwide.com

## Euro RSCG Latino\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$4.2	\$4.0	5.0
Employees	2005	2004	% chg
U.S. ....	20	20	0.0
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Euro RSCG Latino is an integrated full-service agency specializing in the U.S. Latino market with 20 core employees based in New York. The shop works with many of Euro RSCG Worldwide's other offices, particularly Mexico, Puerto Rico and Chicago.

**Top Executive:** Eliud Kauffman, dir

**Headquarters:** Euro RSCG Latino / 345 Hudson St., New York, N.Y. 10014 / Phone: (212) 519-3500 / Fax: (212) 519-3509 / URL: www.euroscglatino.com

## Euro RSCG Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$496.0	\$508.1	-2.4
U.S. ....	\$127.8	\$142.6	-10.4
Non-U.S. ....	\$368.2	\$365.5	0.7
Employees	2005	2004	% chg
Worldwide .....	10,000	10,000	0.0
U.S. ....	3,300	3,300	0.0
Non-U.S. ....	6,700	6,700	0.0

**Notes:** Havas reorganized Euro RSCG Worldwide in April 2004, linking all but media buying and planning (MPG functions) and regional network Arnold Worldwide Partners and agency McKinney to the flagship network. Euro RSCG Worldwide gained two divisions in the restructuring: Euro RSCG 4D, a marketing services division, and Euro RSCG Life, a healthcare division. Euro RSCG's advertising element in the U.S. is now shared by Euro RSCG Worldwide-New York, Euro RSCG Worldwide-Chicago, Euro RSCG Worldwide-San Francisco and Euro RSCG Latino, formed in late 2003 out of Euro RSCG MVBMS Hispanic. Also, reporting to Euro RSCG is the PR unit, Euro RSCG Magnet, representing the January 2004 merger of Magnet (formerly part of Arnold) and Euro RSCG Middleberg, a tech PR company. Euro RSCG Worldwide has 233 offices in 75 countries; its website says it is a "global agency in the most fundamental way: by being local in many, many places." Euro RSCG Worldwide changed management at the top in 2005 when David Jones became global CEO in August immediately after Jim Heekin left that post. Two weeks later, Mr. Heekin became chairman & CEO of Grey Worldwide. Mr. Jones, CEO of Euro RSCG's New York office at the time, was replaced in that position by Ron Berger as CEO and chief creative officer New York and San Francisco. Mr. Jones leads the worldwide agency along with a Paris-based trio: newly named co-executive chairs Mercedes Erra and Stéphane Fouks, and Remi

Babinet, worldwide creative officer. In September, the network's global CMO Mark Lepere and Ben Langdon, CEO of the London office, were dismissed without public comment. Avi Dan, the former Berlin Cameron new business executive, replaced Mr. Lepere. In the New York agency, Nick Cohen, co-founder of Mad Dogs & Englishmen, an agency that closed in May 2005, joined Euro RSCG as creative director in June. Also in New York, Annette Stover became chief operating officer of that office. This January in London, Mark Cadman and Russ Lidstone became CEO and chief strategic officers, respectively, of Euro RSCG London shortly after both resigned from JWT London. Mr. Cadman, a managing director, had been named in the press as a possible executive at the startup shop formed at year-end by Frank Lowe. Euro RSCG in June 2005 launched Euro RSCG Tonic in New York. Tonic is a healthcare unit with clients including Stryker, GlaxoSmithKline, Novartis, Amgen, Schering-Plough and Sanofi-Aventis. The unit handles both DTC and OTC business. A four-member management team at Tonic reports to Euro RSCG New York.

**Top Executive:** David Jones, global CEO

**Headquarters:** Euro RSCG Worldwide / 350 Hudson St., New York, N.Y. 10014 / Phone: (212) 886-2000 / Fax: (212) 886-2016 / URL: www.euroscg.com

## McKinney\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$36.4	\$24.0	51.7
Employees	2005	2004	% chg
U.S. ....	240	163	47.2
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** McKinney, founded in 1969, is a traditional ad agency with offices in Durham, N.C., and Fort Lauderdale, Fla. It became part of Havas in early 2002 when the marketing organization acquired a majority of the agency, and is an independent operating unit within Havas. Jeff Jones became president in April 2006, succeeding Brad Brinegar, who remained CEO and gained the chairman post. Mr. Jones was VP-global marketing at Gap. Also in April, McKinney combined three strategic disciplines—account planning, connection planning and interactive strategy—into one strategic offering under Andrew Delbridge, chief strategy officer and previously executive director, account planning. The agency staff grew almost 50% in 2005, a good part of that credited to winning Sony Electronics business.

**Top Executive:** Brad Brinegar, chmn & CEO

**Headquarters:** McKinney / 318 Blackwell St., Durham, N.C. 27701 / Phone: (919) 313-0802 / Fax: (919) 313-0805 / URL: www.mckinney-silver.com

## INTEGRATED MARKETING AGENCIES

### Havas Marketing Services\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$577.0	\$660.0	-12.6
U.S. ....	\$236.0	\$244.0	-3.3
Non-U.S. ....	\$341.0	\$416.0	-18.0

**Notes:** Havas Marketing Services is an *Ad Age* construct and represents the estimated totals of Havas' marketing services operations.



# Special Report AGENCY PROFILES SUPPLEMENT

## Arnold Worldwide Marketing Services\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$92.8	\$90.0	3.1
U.S.	\$52.0	\$50.0	4.0
Non-U.S.	\$40.8	\$40.0	2.0

**Notes:** Arnold Worldwide Marketing Services is an *Ad Age* construct and represents the estimated totals of Arnold's marketing services operations, units that report through the same P&L as advertising. Among these operations are Arnold One, a direct and interactive division headed by executive VP Greg Johnson, and Arnold Brand Promotions, a sales promotion entity headed by executive VP Beth Rice.

**Top Executive:** Karen Driscoll, dir-opers & mg ptr

**Headquarters:** Arnold Worldwide Marketing Services / 101 Huntington Ave., Boston, Mass. 02199 / Phone: (617) 587-8000 / Fax: (617) 587-8070 / URL: www.arnoldworldwide.com

## Euro RSCG 4D\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$501.6	\$605.4	-17.1
U.S.	\$192.1	\$214.4	-10.4
Non-U.S.	\$309.5	\$391.0	-20.8

### Employees

	2005	2004	% chg
Worldwide	5,000	NA	NA
U.S.	1,500	NA	NA
Non-U.S.	3,500	NA	NA

### Offices

	2005	2004	% chg
Worldwide	120	NA	NA
U.S.	14	NA	NA
Non-U.S.	106	NA	NA

**Notes:** Euro RSCG 4D, created in a Havas reorganization in early 2004, includes most of Euro RSCG's nontraditional businesses covering direct, digital, promotion, retail, data, telemarketing and DRTV. 4D has 120 offices in 42 countries.

**Top Executive:** George Gallate, global CEO

**Headquarters:** Euro RSCG 4D / 350 Hudson St., New York, N.Y. 10014 / Phone: (212) 886-2000 / Fax: (212) 886-2016 / URL: www.eurorscg4d.com

## HEALTHCARE AGENCIES

### Euro RSCG Life\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$150.4	\$147.3	2.1
U.S.	\$106.0	\$102.4	3.5
Non-U.S.	\$44.4	\$44.9	-1.1

#### Offices

	2005	2004	% chg
Worldwide	42	42	0.0
U.S.	16	16	0.0
Non-U.S.	26	26	0.0

**Notes:** Euro RSCG Life has 42 offices in 16 major global markets and over 1,000 employees. The U.S. shops, each prefaced with the EURO RSCG Life moniker, include Adrenaline, Brand Machine, Chelsea, Genecom, Interaction, LM&P, MetaMax, PR and StratStar, all New York, and Central in Chicago and Cytocom in Treviso, Pa. There also is

a MetaMax unit in Lambertville, N.J. Euro RSCG Life is unified by one management structure and a single P&L. This new Euro RSCG Worldwide division offers advertising, PR, event promotion, medical education, consumer advertising, interactive and consulting services.

**Top Executive:** Ron Pantello, CEO

**Headquarters:** Euro RSCG Life / 200 Madison Ave., 9th Fl., New York, N.Y. 10016 / Phone: (212) 532-1000 / Fax: (212) 251-2766 / URL: www.euroscglife.com

## MEDIA SPECIALIST AGENCIES

### Havas Media Specialists\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$307.4	\$279.9	9.8
U.S.	\$91.3	\$79.7	14.6
Non-U.S.	\$216.1	\$200.2	7.9

**Notes:** Havas Media Specialists is an *Ad Age* construct and represents the estimated totals of Havas' media buying and planning operations.

### MPG\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$347.4	\$323.0	7.6
U.S.	\$88.4	\$94.0	-6.0
Non-U.S.	\$259.0	\$229.0	13.1

#### Employees

	2005	2004	% chg
Worldwide	3,169	3,009	5.3
U.S.	404	409	-1.2
Non-U.S.	2,765	2,600	6.3

**Notes:** MPG, shortened from Media Planning Group, is the media specialist operation of Havas. In February 2005, Charlie Rutman became CEO-North America, replacing Jim Rose, who left at the end of 2004 to run Mosaic, a Dallas-based field marketing company. The appointment of Mr. Rutman, formerly president of Carat USA, came shortly after MPG lost two big accounts, Volkswagen of America and Intel Corp. In mid-March, MPG cut 15% of its workforce in North America because of the lost business associated with the two accounts which had an estimated \$800 million in combined billings. John Gaffney left in September as COO of MPG USA, reportedly due to the redundant nature of his work with that of Mr. Rutman. MPG was created in 1999 as the merger of Media Planning, founded in 1978, and Mediapolis, founded in 1980. Revenues are estimates based on projected billings from Recma.

**Top Executive:** Charlie Rutman, CEO-N. Amer.

**Headquarters:** MPG / Dr. Fleming 17, Barcelona, Spain. 08017/ Phone: 34-93-306-89-00/Fax: 34-93-414-72-13/ URL: www.mpg.com

**U.S. Headquarters:** MPG /195 Broadway, 12th Fl., New York, N.Y. 10007 / (646) 587-5000 / (646) 587-5005 / URL: www.mpg.com

## PUBLIC RELATIONS AGENCIES

### Euro RSCG Magnet\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$10.0	\$9.9	1.0

#### Employees

	2005	2004	% chg
U.S.	95	123	-22.8

#### Offices

	2005	2004	% chg
U.S.	6	6	0.0

An asterisk (\*) indicates figures are *Ad Age* estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Euro RSCG Magnet is a PR agency involved in corporate communications, investor relations, financial services, healthcare, consumer and technology among sectors. The New York-based agency has offices in Washington, Chicago, San Francisco, Pittsburgh and Corona, Calif. John Margaritis was promoted to chairman of the Americas in April 2006, from executive director. At the same time, Lisa Sepulveda became CEO, joining the PR firm from Edelman Public Relations where she had been managing director, global consumer health. Magnet is the result of the merger in January 2004 of PR tech specialist Euro RSCG Middleberg and Magnet Communications.

**Top Executives:** John Margaritis, chmn-Americas, Euro RSCG WW PR; Laura Sturtz, exec VP & chief creative officer

**Headquarters:** Euro RSCG Magnet / 110 Fifth Ave., 6th Fl., New York, N.Y. 10011 / Phone: (212) 367-6800 / URL: www.eurorscg-magnet.com

## 17 HealthSTAR Communications\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$213.0	\$203.0	4.9
Offices	2005	2004	% chg
Worldwide	12	12	0.0
U.S.	11	11	0.0
Non-U.S.	1	1	0.0

**Notes:** Woodbridge, N.J.-based HealthSTAR Communications is a privately-held healthcare marketing communications company founded in 2001. HealthSTAR provides services including advertising and promotions, clinical marketing, field level marketing and marketing insights. The company's agencies and operations are grouped into five divisions: HealthSTAR Strategic Communications Group, (healthcare advertising, public relations and market assessment and planning); HealthSTAR Promotional Group (meeting planning, web conferencing and market development); HealthSTAR Educational Group (medical education systems and programs, scientific writing and managed care consulting); Photosound International Group (medical design, interactive media, event management, and international medical education and communications); and HealthSTAR Technology Group (automation and special services).

**Top executive:** Jerry Brager, chmn & CEO

**Headquarters:** HealthSTAR Communications/100 Woodbridge Center Dr., Ste. 202, Woodbridge, N.J. 07095/Phone: (732) 726-0251/Fax: (732) 726-0943/URL: www.healthstarcom.com

### HEALTHCARE AGENCIES

#### Centron\*

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$23.0	\$23.0	0.0

**Notes:** Centron, the former HealthSTAR Advertising, is a full-service advertising agency specializing in healthcare marketing. The agency, which moved from its Woodbridge, N.J. location to New York earlier this year, belongs to HealthSTAR's Strategic Communications Group.

**Top Executive:** Marcia McLaughlin, pres

**Headquarters:** Centron / 90 Fifth Ave., 10th Fl., New York, N.Y. 10011 / Phone: (646) 722-8900 / Fax: (212) 367-3340 / URL: www.centroncom.com

#### LehmanMillet\*

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$16.0	\$14.6	9.6
Employees	2005	2004	% chg
U.S.	60	60	0.0

**Notes:** LehmanMillet serves as HealthSTAR's medical device and diagnostics ad agency, and is a part of HealthSTAR's Strategic Communications Group.

**Top Executive:** Bruce Lehman, pres & CEO

**Headquarters:** LehmanMillet / 60 Canal St., 3rd Fl., Boston, Mass. 02114 / Phone: (617) 722-0019 / Fax: (617) 722-6099 / URL: www.lehmanmillet.com

#### Leverte Associates\*

##### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$10.5	\$9.8	7.1

**Notes:** Leverte Associates, part of HealthSTAR's Strategic Communications Group, was formed in 1990 and focuses on specialty markets.

**Top Executive:** Robert J. Leverte, chmn

**Headquarters:** Leverte Associates / 8 Wright St., Westport, Conn. 06880 / Phone: (203) 221-4900 / Fax: (203) 221-4901 / URL: www.leverte.com

### PUBLIC RELATIONS AGENCIES

#### HealthSTAR Public Relations

**Notes:** HealthSTAR Public Relations is the advocacy and crisis management arm of HealthSTAR's Strategic Communications Group.

**Top Executive:** Helene Ellison, pres & CEO

**Headquarters:** HealthSTAR Public Relations / 90 Fifth Ave., 9th Fl., New York, N.Y. 10011 / Phone: (212) 532-0909 / Fax: (212) 532-6907

## 35 InChord Communications\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$118.0	\$98.5	19.8
U.S.	\$115.0	\$97.8	17.5
Non-U.S.	\$3.0	\$0.6	375.0
Employees	2005	2004	% chg
Worldwide	692	612	13.1
U.S.	675	602	12.1
Non-U.S.	17	10	70.0
Offices	2005	2004	% chg
Worldwide	18	18	0.0
U.S.	17	17	0.0
Non-U.S.	1	1	0.0

**Notes:** InChord Communications has become a wholly-owned subsidiary and the communications division of publicly-held inVentiv Health following inVentiv's acquisition in October 2005 of inChord for \$185 million in cash and stock, plus future earn-out payments. The acquirer is actually Ventiv Health until June 2006's board meeting when it will rebrand itself as inVentiv Health. Primary businesses at inVentiv Health, a Somerset, N.J.- based healthcare company, has been recruiting and staffing for clinical trials and outsourcing sales forces to the pharmaceutical industry. Blane Walter, CEO of inChord, is now president of inVentiv's communications division. inVentiv has been in diversification mode for several years. According to a third-quarter analyst meeting, inVentiv

# Special Report AGENCY PROFILES SUPPLEMENT

noted its sales team business, 80% of its operating income two years ago, will drop to 40% this year, and its reliance on its top five clients in that time frame has declined from 66% of revenue to a projected 26% in 2006. InChord was founded in 2001 by GSW Worldwide (formerly Gerbig Snell/Weisheimer), Columbus, Ohio, lead company among 10 health and wellness communications organizations comprising inChord at the point it entered inVentiv Health. The 10: GSW, an ad agency that focuses on pharmaceutical, healthcare and consumer marketing; Blue Diesel, a Columbus-based technology, marketing and design interactive agency; Creative Healthcare Solutions, Scottsdale, Ariz., a pharmaceutical and healthcare consulting and marketing company; Palio Communications, Sarasota Springs, N.Y., a healthcare, pharmaceutical and consumer advertising and communications company; Cadent Medical Communications (formerly S.G. Madison), Irving, Texas, involved in strategic marketing and medical education; Navicor Group, an oncology and immunology focused agency, Westerville, Ohio; Stonefly Communications Group, an ad agency in Westerville; Y Brand, New York, a brand advisory group involved in health and technology fields; CBCE (Center for Biomedical Continuing Education), a physician-centric continuing ed operation; and RxPedita, a partnership between inChord and Cardinal Health, Dublin, Ohio, that helps emerging biotechnology and pharmaceutical companies market their products. Companies without significant sales and marketing resources are targeted by RxPedita with Cardinal providing the sales force and inChord, the marketing. The communications division also includes a new inVentiv acquisition, Adheris, purchased for \$60 million in February 2006. Adheris is a communications-oriented company that works with pharmacies to remind patients when prescriptions need filling. Adheris revenue streams are not in those of inChord in this report. In the past year, inChord has made numerous overseas investments. In 2005, it established a joint venture, DWA Health, with Italian ad agency DWA, with headquarters in Milan and an office in Turin, and took a 44% stake in Angela Liedler GmbH, a German healthcare agency based in Freiburg. In December 2004, inChord acquired Junction 11, a London healthcare shop and merged it with GSW Worldwide, London, to form GSW Worldwide/Junction 11, and bought 15% of Heart Reklambyra, a Stockholm-based advertising and marketing communications agency.

**Top executive:** Blane Walter, CEO

**Headquarters:** InChord Communications/500 Olde Worthington Rd., Westerville, Ohio 43082/Phone: (614) 543-6650/Fax: (614) 540-3200 / URL: www.inchord.com

## HEALTHCARE AGENCIES

### Blue Diesel\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$4.1	\$3.6	13.9
Employees	2005	2004	% chg
U.S. ....	25	20	25.0

**Notes:** Blue Diesel is an interactive shop focusing on clients in the healthcare industry. Kelly Gratz, former COO, took over the agency as president when John Racik left to head up inChord's Stonefly Communications startup.

**Top Executive:** Kelly Gratz, pres

**Headquarters:** Blue Diesel / 500 Olde Worthington Rd., Westerville, Ohio 43082 / Phone: (614) 540-4226 / Fax: (614) 540-3155 / URL: www.bluediesel.com

### GSW Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$67.5	\$58.7	15.0
U.S. ....	\$65.0	\$58.1	11.9
Non-U.S. ....	\$2.5	\$0.6	296.3
Employees	2005	2004	% chg
Worldwide .....	366	342	7.0
U.S. ....	346	317	9.1
Non-U.S. ....	20	25	-20.0

**Notes:** GSW Worldwide became the name for Gerbig, Snell/Weisheimer in 2004. Part of inChord Communications since July 2001, GSW has offices in Columbus, Ohio, New York and London.

**Top Executive:** Phil Deschamps, CEO

**Headquarters:** GSW Worldwide / 500 Olde Worthington Rd., Westerville, Ohio 43082/ Phone: (614) 848-4848/ URL: www.gswa.com

### Navicor Group\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$4.4	\$1.9	128.8
Employees	2005	2004	% chg
U.S. ....	28	20	40.0

**Notes:** Navicor Group is a full-service medical ad agency specializing in oncology and immunology.

**Top Executive:** Garnett Dezember, pres

**Headquarters:** Navicor Group / 480 Olde Worthington Rd., Westerville, Ohio 43802 / Phone: (614) 543-6011 / Fax: (614) 839-6330/ URL: www.navicorgroup.com

### Palio Communications\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$20.3	\$17.3	17.3
U.S. ....	\$19.8	\$17.3	14.4
Employees	2005	2004	% chg
Worldwide .....	115	115	0.0
U.S. ....	115	115	0.0

**Notes:** Palio Communications is a healthcare, pharmaceutical and consumer advertising and communications agency. Palio takes its name from the Italian derivative of the Latin word pallium, meaning banner or flag.

**Top Executives:** Ed Mitzen, CEO; Mike Myers, pres

**Headquarters:** Palio Communications / 260 Broadway, Saratoga Springs, N.Y. 12866 / Phone: (518) 584-8924 / Fax: (518) 583-1560 / URL: www.palio.com

### Stonefly Communications Group

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$4.3	\$2.2	94.6
Employees	2005	2004	% chg
U.S. ....	28	26	7.7

**Notes:** Stonefly is an ad agency launched by inChord in June 2004. Its focus is marketing and advertising pharmaceutical and biotechnology brands.

**Top Executive:** John Racik, pres & CEO

**Headquarters:** Stonefly Communications Group / 500 Olde Worthington Rd., Westerville, Ohio 43082 / Phone: (614) 543-6020 / Fax: (614) 543-3155 / URL: www.stoneflygroup.com

An asterisk (\*) indicates figures are Ad Age estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

## 3 Interpublic Group of Cos.

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$6,274.3	\$6,387.0	-1.8
U.S.	\$3,461.1	\$3,509.2	-1.4
Non-U.S.	\$2,813.2	\$2,877.8	-2.2
Employees	2005	2004	% chg
Worldwide	43,000	44,100	-2.5
U.S.	18,000	18,187	-1.0
Non-U.S.	25,000	25,913	-3.5

**Notes:** Interpublic Group of Cos. organizes its agency brands into five global operating divisions. Four of them, McCann WorldGroup, FCB Group, Lowe Worldwide and Draft Worldwide, are involved in global communications and marketing services. The fifth division, the Constituency Management Group, provides diversified services, including PR, meeting and event production, sports and entertainment marketing, corporate and brand identity and strategic marketing consulting. Companies in this fifth division include Weber Shandwick, MWW Group, FutureBrand, DeVries, Golin Harris, Jack Morton and Octagon Worldwide. Interpublic also has a group of multiple-service standalone agencies separate from these five divisions, but which partner with the global groups as needed. Standalone shops include Campbell-Ewald, Carmichael Lynch, Hill Holliday, Deutsch and Mullen. All but the CMG companies are included in returns of Interpublic's Integrated Agency Networks segment. The company also owns a substantial minority position in Hispanic shops Accentmarketing, Casanova Pendrill and SiboneyUSA, the Asian marketing firm IW Group and multicultural generalist GlobalHue. Interpublic in March 2006 announced it would reorganize the troubled Lowe Worldwide to cut costs by reducing its number of offices by 50% worldwide. Cost cutting, indeed, was the theme of Investor Day discussions in March 2006: Frank Mergenthaler, executive VP and CFO, at that time said Interpublic would reduce the number of financial systems across Interpublic from 150 to four and trim the 1,350 legal entities worldwide to around 800. Interpublic also plans to break out revenue by geographic origin and client business lines and reduce what it terms "excess professional fees and severance" by more than \$200 million. Interpublic's heavy professional fees had to do with its restatement process going back several years and internal control compliance. Partly as a result of its disparate financial control procedures, Interpublic in an internal audit uncovered potentially illegal activities involving falsified books and records, violations of laws, regulations and company policies, misappropriation of assets, and inappropriate customer charges and dealings with vendors. For calendar 2005, Interpublic reported a net loss of \$289.2 million on revenue of \$6.27 billion versus a net loss of \$558.2 million on revenue of \$6.39 billion in 2004. Operating margin was -1.7% vs. -1.5% in 2004. Severance activity in 2005 covered approximately 3,000 employees, of which approximately 2,500 had left the company by year-end. *Ad Age* reconciled its 2004 estimates with actuals from Interpublic for that year in this report. Accounting problems at Interpublic had pushed back its reporting of calendar 2004 to September 2005. Major personnel changes included the retirement in March 2006 of David Bell, Interpublic's co-chairman and former CEO. He remains chairman emeritus, and maintains a consulting relationship with the company. A year ago, Mr. Bell was replaced as CEO by Michael Roth. Frank Mergenthaler in August 2005 became the fourth CFO since accounting problems surfaced in 2002. He replaced Robert Thompson, who served a year in the post. Mr. Mergenthaler was previously CFO of Columbia House. Christopher Carroll replaced

Nicholas S. Cyprus as controller and chief account officer in March 2006. Mr. Carroll had been senior VP-controller at McCann Worldgroup. Mr. Cyprus was hired less than two years ago by Christopher J. Coughlin, who resigned soon afterwards as COO-CFO. In December 2005, Margie Altschuler became exec VP and chief growth officer, succeeding Steve Centrillo, who became CEO of FCB Worldwide. Mr. Centrillo had taken the chief growth officer post in May 2005. Ms. Altschuler had been global chief growth officer at McCann Worldgroup the previous eight years. OneSeven, the unit formed by the 17 Saatchi & Saatchi execs who left that agency en masse on Valentine's Day 2005, produced their first campaign in October 2005: a UNICEF AIDS project. Interpublic hired the execs, all staffers on Saatchi's General Mills account, but the account remained at Saatchi. OneSeven became part of a unit to market to youth and families with a focus on health and wellness. Interpublic in mid-2005 formed Marketing Accountability Partnership designed to measure the impact of ad spending in media, PR, direct marketing, etal. MAP is run by Neil Canter, formerly with Accenture.

**Top executive:** Michael I. Roth, chmn & CEO

**Headquarters:** Interpublic Group of Cos./1114 Ave. the Americas, New York, N.Y. 10036/Phone: (212) 704-1200/Fax: (212) 704-1201/URL: www.interpublic.com

## TRADITIONAL AGENCIES

### Interpublic Advertising Agencies\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$3,244.3	\$3,404.5	-4.7
U.S.	\$1,665.1	\$1,730.3	-3.8
Non-U.S.	\$1,579.2	\$1,674.2	-5.7

**Notes:** Interpublic Advertising Agencies is an *Ad Age* construct and represents the estimated totals of Interpublic's traditional advertising operations.

### Abece\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$5.5	\$1.4	292.9
Employees	2005	2004	% chg
U.S.	16	15	6.7
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Abece is the former Hill Holliday Hispanic, which changed its name in February 2006 to reflect the ABC-fundamentals of its advertising.

**Top Executive:** Jose Lopez-Varela, mg dir

**Headquarters:** Abece / 404 Washington Ave., Ste. 620, Miami Beach, Fla. 33139 / Phone: (305) 604-3030 / Fax: (305) 604-3099 / URL: www.hhcc.com

### Accentmarketing\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$21.0	\$18.2	15.6
Employees	2005	2004	% chg
U.S.	143	130	10.0
Offices	2005	2004	% chg
U.S.	5	5	0.0

# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Accentmarketing is a minority-owned Hispanic agency with a concentration in auto industry clients. The agency has offices in Miami, Detroit and Santa Monica, Calif., New York and Dallas. Interpublic owns 49% of the agency.

**Top Executive:** Fernando Bonet, pres

**Headquarters:** Accentmarketing / 800 Douglas Rd., Ste. 100, Coral Gables, Fla. 33134 / Phone: (305) 461-1112 / Fax: (305) 461-0071 / URL: www.accentmarketing.com

## Avrett Free Ginsberg\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$21.0	\$18.0	16.7
Employees	2005	2004	% chg
U.S. ....	118	120	-1.7
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Avrett Free Ginsberg is a free-standing, autonomous agency in Interpublic. The traditional agency entered Interpublic via Interpublic's acquisition of True North Communications.

**Top Executive:** Frank Ginsberg, chmn & CEO

**Headquarters:** Avrett Free Ginsberg / 1 Dag Hammarskjold Plaza, 35th Fl., 885 Second Ave., New York, N.Y. 10017 / Phone: (212) 832-3800 / Fax: (212) 486-6518 / URL: www.afg1.com

## Berenter Greenhouse & Webster\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$4.2	\$4.2	0.0
Employees	2005	2004	% chg
U.S. ....	60	50	20.0
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Berenter, Greenhouse & Webster is a traditional agency focusing on retail advertising. Berenter came to Interpublic with the 2001 acquisition of Berenter's former parent, True North Communications.

**Top Executive:** Marty Greenhouse, pres & co-creative dir

**Headquarters:** Berenter Greenhouse & Webster / 300 Park Ave. South, New York, N.Y. 10010 / Phone: (212) 727-5600 / Fax: (212) 727-5601 / URL: www.bgwad.com

## Campbell Mithun\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$93.9	\$94.8	-0.9
Employees	2005	2004	% chg
U.S. ....	438	450	-2.7
Offices	2005	2004	% chg
U.S. ....	3	4	-25.0

**Notes:** Campbell Mithun, based in Minneapolis, is a full-service agency that is part of McCann Worldgroup. Founded in 1933 by Ray Mithun and "Inky" Campbell, the agency has offices in Chicago, Los Angeles (Irvine) and New York. Additional specialty target and market practices include Brand Innovators (growth consultancy), Health Innovators (consumer healthcare), Cash Plus (spot TV buying), boing (kid and teen marketing), and FoodWorks (food marketing). Interpublic owns 80% of Campbell Mithun. Veteran ad executive Jonathan Hoffman became president and chief creative officer in June 2005, which moved then

President Jack Rooney to CEO and Les Mouser to chairman. Mr. Hoffman, who started his ad career with Campbell Mithun, most recently was vice chairman at Leo Burnett. The agency laid off 10 members of its staff in early December 2005, partly from the loss of business related to the departure of the Andersen Corp. creative account.

**Top Executive:** Jack Rooney, CEO

**Headquarters:** Campbell Mithun / 222 S. Ninth St., Minneapolis, Minn. 55402 / Phone: (612) 347-1000 / Fax: (612) 347-1017 / URL: www.campbellmithun.com

## Campbell-Ewald\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$138.7	\$143.0	-3.0
Employees	2005	2004	% chg
U.S. ....	1,335	1,315	1.5
Offices	2005	2004	% chg
U.S. ....	10	9	11.1

**Notes:** Campbell-Ewald is a full-service ad agency that draws more than 40% of its returns from marketing services functions, direct marketing, sales promotion and interactive. The agency also is a large custom publisher and offers units called Women2Women, Youth Truths and CRM (Customer Respect Marketing). C-E is a stand-alone agency in Interpublic.

**Top Executive:** Anthony J. Hopp, chmn & CEO

**Headquarters:** Campbell-Ewald / 30400 Van Dyke Ave., Warren, Mich. 48093 / Phone: (586) 574-3400 / Fax: (586) 575-9925 / URL: www.campbell-ewald.com

## Carmichael Lynch\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$50.0	\$44.0	13.6
Employees	2005	2004	% chg
U.S. ....	280	260	7.7
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Carmichael Lynch, a traditional agency, is a stand-alone agency in Interpublic. Besides the ad component at the 42-year-old agency, it offers design (Carmichael Lynch Thorburn) and PR (Carmichael Lynch Spong) units.

**Top Executive:** John Colassanti, pres & mg ptrn

**Headquarters:** Carmichael Lynch / 800 Hennepin Ave., Minneapolis, Minn. 55403 / Phone: (612) 334-6000 / Fax: (612) 334-6101 / URL: www.carmichaellynch.com

## Casanova Pendrill Publicidad\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$13.5	\$11.2	20.1
Employees	2005	2004	% chg
U.S. ....	80	70	14.3
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Casanova Pendrill is a full-service Hispanic shop headquartered in Costa Mesa, Calif., and has an office in New York. The agency was founded in 1984 by Paul Casanova and Viviana Pendrill and became affiliated with Interpublic in 1999 when it sold 49% of its stock to Interpublic.



# Special Report AGENCY PROFILES SUPPLEMENT

**Top Executive:** Dan Nance, pres

**Headquarters:** Casanova Pendrill Publicidad / 275-A McCormick Ave., Ste. 100, Costa Mesa, Calif. 92626 / Phone: (714) 918-8200 / Fax: (714) 918-8295 / URL: www.casanova.com

## Dailey & Associates\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$98.0	\$90.3	8.5
Employees	2005	2004	% chg
U.S. ....	400	260	53.8
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Dailey is an autonomous, full-service agency led by Brian Morris, CEO since 2004. In 2005, Mr. Morris led a reorganization of the agency by creating a new tier of executive management to encourage more collaborative and entrepreneurial client relationships. That tier includes managing directors Tom Lehr, Mike Perdigao and Hunter Phillips. All the accounts and agency departments, except creative and media, report to them. On the creative side, Steve Rabosky became president and chief creative officer in April 2006, replacing Mike Folino who left in 2005. Mr. Rabosky was former chief creative officer at Saatchi & Saatchi, Torrance, Calif., where he was in charge of the creative on its Toyota account. During the year, Dailey created Dailey Interactive, Dailey Persuasion (strategic communications, corporate presentations, brand films, speechwriting), DaileyLAB (brand strategy), and Dailey n/e/x/t, a unit for new media trends and strategies. Within Dailey is former Interpublic shop Suissa Miller, consolidated into the agency in late 2003 by the parent to cut costs. Bruce Miller, who ran that shop, is vice chairman of Dailey. Dailey's chairman is Cliff Einstein, a creative, and one of the founders of the agency in 1970.

**Top Executive:** Brian Morris, CEO

**Headquarters:** Dailey & Associates / 8687 Melrose Ave., West Hollywood, Calif. 90069 / Phone: (310) 360-3100 / Fax: (310) 360-0810 / URL: www.daileysads.com

## Deutsch\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$149.4	\$165.1	-9.5
Employees	2005	2004	% chg
U.S. ....	935	1,036	-9.7
Offices	2005	2004	% chg
Worldwide .....	2	3	-33.3
U.S. ....	2	2	0.0
Non-U.S. ....	0	1	-100.0

**Notes:** Deutsch is an autonomous agency in Interpublic. The agency struggled in 2005, losing Bank of America (an Interpublic-wide account), Revlon, Mitsubishi Motors of North America, Coors Light, Starwood Hotels & Resorts Worldwide and Luxottica Group. Deutsch formalized its succession in September 2005 by naming Linda Sawyer CEO, succeeding Danny Deutsch. Mr. Deutsch, host of CNBC's "The Big Idea," remains chairman. Ms. Sawyer had been COO since 2001. Ms. Sawyer in September named as co-presidents for the New York office the managing partners Val DiFebo and Kathy Delaney, and also named co-presidents of Deutsch/LA, the managing partners Mike Sheldon and Eric Hirshberg. David Deutsch Associates was founded in New York in 1969, and became Deutsch Inc. in 1984 when Donny Deutsch took over from his father. Deutsch opened in Los Angeles in 1995, and in 2000

was acquired by Interpublic. The agency has regional offices in Chicago, Miami and Toronto.

**Top Executives:** Donny Deutsch, chmn; Linda Sawyer, CEO

**Headquarters:** Deutsch / 111 Eighth Ave., 14th Fl., New York, N.Y. 10011 / Phone: (212) 981-7600 / Fax: (212) 981-7944 / URL: www.deutschinc.com

## FCB Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$454.2	\$498.9	-9.0
U.S. ....	\$200.8	\$225.1	-10.8
Non-U.S. ....	\$253.4	\$273.8	-7.5

**Notes:** FCB Worldwide in March 2006 became the new name for Foote Cone & Belding. Founded in 1873, FCB is the world's third oldest advertising agency. Its key offices are in Chicago, New York, San Francisco, Seattle and Southern California. FCB created what it called centers of excellence when it restructured its global network in late 2005. The "centers" were created by removing regional distinctions, a process that eliminated top management: Asia-Pacific CEO Ben Barnes and Europe, Middle East and Africa CEO Scott Hollingsworth and North American chief operating officer Gene Bartley. The first two left to pursue other interests. Mr. Bartley retired in January. Rafael de Guzman was named FCB International president-CEO overseeing centers outside North America. He reports to Steve Blamer, worldwide CEO, who heads North America. The elimination of regional heads also gave FCB resources to hire media-neutral executives familiar with a broad range of marketing techniques. "It isn't about TV anymore," says Mr. Blamer who became president & CEO in January 2005, leaving Grey Worldwide where he was CEO-North America. Steve Centrillo, also a Grey alum, was named president-CEO of FCB New York in August 2005. He had been chief growth officer at Interpublic, joining the holding company in May. He previously was executive VP, managing partner at darkGrey, a unit of Grey Global Group. In other executive moves, Lynne Seid in June 2005 resigned as president of FCB New York, a year after joining the agency, to pursue opportunities on the client side in new media and technology space, and Chris Shumaker became chief growth officer and executive VP at FCB in January 2006. At an investor's conference in March 2006, Mr. Blamer and FCBi CEO Pam Larrick outlined FCB's new three-step approach to attacking client problems: Gather insight about clients, consumers and competitors; convene for a week up to 10 staffers from the global network to deliver a solution (a confab called The Rumble); and plan the media to intersect consumers at the right moment of their receptivity. At that same conference, Mr. Blamer noted a 50-50 balance between FCB's domestic and international resources would be ideal, but the current 61-39 split would likely become slightly more U.S.-oriented before it could spread its wings because overseas staff was reduced by 300 in 2005. He noted the network markets of India, South Africa, Brazil and China were getting the majority of investment. FCB also cut 20 employees from its Irvine, Calif., office in late 2005 when the Taco Bell account was shifted to FCB Chicago to join other Yum Brands business handled by that office. Irvine is now basically a service shop for Taco Bell. FCB Worldwide also serves as a network, with six other agencies reporting through it to Interpublic: Marketing Drive, Zipatoni, Hacker Group, FCBi (and Analytici through FCBi), and FCB Healthcare.

**Top Executive:** Steve Blamer, CEO-WW

**Headquarters:** FCB Worldwide / 100 W. 33rd, New York, N.Y. 10001 / Phone: (212) 885-3000 / Fax: (212) 885-2803 / URL: www.fcb.com

# Special Report AGENCY PROFILES SUPPLEMENT

## Fitzgerald & Co.\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$20.0	\$20.0	0.0
Employees	2005	2004	% chg
U.S.	181	NA	NA
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Fitzgerald & Co. and Austin Kelley Advertising merged in July 2005 and now operate under the Fitzgerald name. Estimated revenues are shown pro forma. Fitzgerald, founded in 1983, became part of Interpublic in 1998. Fitzgerald remains home to the regional offices of Universal McCann, LCI and Weber Shandwick Worldwide. Austin Kelley was a traditional, full-service ad agency, but with a focus on retail. It was founded 30 years ago, and became part of Interpublic in 1998, the year its founder, Austin Patterson Kelley, died. Austin Kelley had 59 employees in 2004 and estimated revenue of \$9.4 million.

**Top Executive:** David P. Fitzgerald, pres & CEO

**Headquarters:** Fitzgerald & Co. / One Buckhead Plaza, 3060 Peachtree Rd. N.W., Ste. 500, Atlanta, Ga. 30305 / Phone: (404) 504-6900 / Fax: (404) 239-0548 / URL: www.fitzco.com

## FutureBrand

### Agency totals

Offices	2005	2004	% chg
Worldwide	15	15	0.0
U.S.	3	3	0.0
Non-U.S.	12	12	0.0

**Notes:** FutureBrand, a global strategic branding company with 22 offices in 13 countries, provides expertise, tools and integrated services in corporate identity, brand design, brand innovation, brand analytics, brand valuation, packaging, branded environments, customer-driven e-strategy, interactive/digital branding and interactive Web design. FutureBrand added offices in Seattle and Rome in September 2005. David Melancon was named president North America, a new position, in June 2005. Mr. Melancon came from Satari, a brand development firm he founded in 2003.

**Top Executive:** Jean-Louis Dumeu, chmn & CEO

**Headquarters:** FutureBrand / 300 Park Ave. South, 7th Fl., New York, N.Y. 10010 / Phone: (212) 931-6300 / Fax: (212) 931-6310 / URL: www.futurebrand.com

## Gillespie

### Agency totals

Employees	2005	2004	% chg
U.S.	143	160	-10.6

**Notes:** Gillespie, founded by president & CEO Dick Gillespie in 1973, is part of McCann Worldgroup. The agency provides services including strategic insight, advertising, direct and relationship marketing, digital solutions, targeting and segmentation and sales promotion.

**Top Executives:** Dick Gillespie, pres & CEO; Jamie Peck, chief operating officer

**Headquarters:** Gillespie / 3450 Princeton Pike, Lawrenceville, N.J. 08648 / Phone: (609) 895-0200 / Fax: (609) 895-0222 / URL: www.gillespie.com

## GlobalHue\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$74.0	\$63.0	17.5

Employees	2005	2004	% chg
U.S.	202	184	9.8
Offices	2005	2004	% chg
U.S.	3	4	-25.0

**Notes:** GlobalHue, a holding company for multicultural shops, is a conflation of Don Coleman Advertising (African-American), Detroit, Montemayor & Asociados (Hispanic), San Antonio, Siboney USA (Hispanic), Miami, and Innovasia Communications (Asian-American), Los Angeles. All these shops now bear the GlobalHue moniker. In mid-2005, GlobalHue shifted its media research, buying and planning of its wholly-owned subsidiary New Perspectives Media to New York and Detroit effectively making its Miami office a field office. About 4% of GlobalHue's revenues are in the mass market. The agency is 49% owned by Interpublic.

**Top Executive:** Donald L. Coleman, chmn & CEO

**Headquarters:** GlobalHue / 26555 Evergreen Rd., Ste. 1700, Southfield, Mich. 48076 / Phone: (248) 223-8900 / Fax: (248) 304-5960 / URL: www.globalhue.com

## Gotham\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$58.3	\$62.0	-6.0
Employees	2005	2004	% chg
U.S.	165	180	-8.3
Offices	2005	2004	% chg
Worldwide	1	2	-50.0
U.S.	1	1	0.0
Non-U.S.	0	1	-100.0

**Notes:** Gotham is an autonomous, full-service agency whose primary disciplines are advertising, full-service and branding, and product design. The agency's secondary foci are retail marketing, women's marketing and healthcare. In early 2006, Larry Dunst became chairman-emeritus, relinquishing his CEO post to Gunnar Wilmot who had become chairman in 2004 after then co-chairman & CEO Stone Roberts left the agency head Carlson & Partners, an Omnicom shop. At that departure, co-chairman & CEO Mr. Dunst became CEO. Gotham is now just a solo shop in New York, having closed its Paris office in 2005. Angotti Thomas Hedge, a McCann shop, was merged into Gotham in 2000.

**Top Executive:** Gunnar Wilmot, chmn & CEO

**Headquarters:** Gotham / 100 Fifth Ave., New York, N.Y. 10011 / Phone: (212) 414-7000 / Fax: (212) 414-7107 / URL: www.gothaminc.com

## Hill Holliday\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$109.1	\$105.9	3.0
Employees	2005	2004	% chg
U.S.	608	600	1.3
Offices	2005	2004	% chg
U.S.	5	5	0.0

**Notes:** Hill Holliday, founded in 1968, is headquartered in Boston, with offices in New York, Greenville, S.C., and Miami, a media office in San Francisco and a field office in Austin, Texas. Hill Holliday's disciplines include media, Hispanic, relationship marketing, Internet, healthcare, design and PR. About a quarter of its revenue traditionally comes from integrated marketing services. The agency has a growing Hispanic business that in February 2006 changed its name from Hill Holliday Hispanic

# Special Report AGENCY PROFILES SUPPLEMENT

to Abece (A,B,C in Spanish). The agency launched a weblog as part of its traditional website in early 2006, entering it into the conversational pit of the blogosphere. Brian Carty in January of this year left as president of Hill Holliday, New York, to pursue "new opportunities." He also was in charge of new business on a national level for the parent agency. The agency's healthcare discipline largely comes from Lowe Grob Health & Science, which Interpublic shifted to Hill Holliday in March 2004. That shop is now located in Boston and has assumed the Hill Holliday name.

**Top Executive:** Mike Sheehan, pres & CEO

**Headquarters:** Hill Holliday / John Hancock Tower, 200 Clarendon St., Boston, Mass. 02116 / Phone: (617) 437-1600 / Fax: (617) 859-4216 / URL: www.hhcc.com

## Horizon.FCB

**Notes:** Horizon.FCB, 51% owned by FCB, is an Athens-based network with eight shops in the Middle East.

**Top Executive:** Rafic Saadeh, chmn & CEO

**Headquarters:** Horizon.FCB / City Plaza, 85 Vouliagmenis Ave., Glyfada, Athens, Greece 166 74 / Phone: 30-210-960-3600 / Fax: 30-210-960-3660 / URL: www.fcb.com

## Howard, Merrell & Partners\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$6.1	\$7.2	-15.3

**Notes:** Howard, Merrell & Partners is a traditional agency that came to Interpublic in its acquisition of True North Communications in 2001. HM&P began a PR practice in December 2004, led by Stephanie Tan, a former vice president of Weber Shandwick.

**Top Executives:** Mac Merrell, chmn & CEO; James Cobb Jr., pres & chief operating officer

**Headquarters:** Howard, Merrell & Partners / 8521 Six Forks Rd., Ste. 400, Raleigh, N.C. 27615 / Phone: (919) 848-2400 / URL: www.merrellgroup.com

## IW Group

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$6.7	\$4.9	37.4

Employees	2005	2004	% chg
U.S. ....	46	45	2.2

Offices	2005	2004	% chg
U.S. ....	3	3	0.0

**Notes:** IW Group, formerly Imada Wong Communications Group, is a multicultural, multi-ethnic agency with a focus on reaching Asian communities in the U.S. It has offices in Los Angeles, San Francisco and New York. Founded in 1990 by Bill Imada, chairman & CEO, IW has capabilities in 12 Asian languages. It is 49% owned by Interpublic.

**Top Executive:** Nita Song, pres & chief operating officer

**Headquarters:** IW Group / 8687 Melrose Ave., G540, West Hollywood, Calif. 90069 / Phone: (310) 289-5500 / Fax: (310) 289-5501 / URL: www.iwgroupinc.com

## Lowe Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$380.7	\$487.2	-21.9
U.S. ....	\$80.4	\$107.2	-25.0
Non-U.S. ....	\$300.3	\$380.0	-21.0

Employees	2005	2004	% chg
Worldwide .....	5,000	7,000	-28.6

**Notes:** Lowe will be a shadow of its former self this time next year as Interpublic shrinks the global agency network from 83 offices to 36, while emphasizing eight markets: Brazil, China, France, India, Sweden, Thailand, the U.K. and U.S. This reorganization seems necessary to restore Interpublic to profitability any time soon. Under the plan, Lowe will utilize Interpublic shops, Draft for direct, Jack Morton Worldwide for event marketing, R/GA for interactive—specialties stronger outside Lowe than within. To do the downsizing, probably entailing selling shops to original owners or local management, Stephen Gatfield, Interpublic's executive VP-director of global architecture and innovation, was moved into Lowe in February 2006 to share some of the day-to-day operational load with Tony Wright. A month later, Mr. Gatfield was named worldwide CEO, shifting then president and CEO Mr. Wright to chairman. Mr. Wright now reports to Mr. Gatfield and not Interpublic CEO Michael Roth. Lowe's client defections have been numerous: Macy's, Electrolux, Century 21, UPS and considerable Unilever business, all in 2005. This follows losses of HSBC, Braun and Verizon Wireless in 2004. Following the multiple account losses, Lowe laid off 24 employees in November 2005 at its New York office. Adding to Lowe's woes was the re-emergence of founder Frank Lowe in late 2005 from two years in retirement. He start up London shop Red Brick Road and immediately grabbed Lowe's \$85 million Tesco supermarket account in Britain (held by Lowe since 1989) and raided Lowe's London office of its chairman, Paul Weinberger. Mr. Weinberger is tight with Tesco, which accounted for about 10% of the London office's revenue. Then Paul Hammersley, CEO of DDB's London office, joined the new venture. He is a Lowe alum. The new agency's other partners are former Lowe London executives and include Sam Artmell and Jason Lawes, both senior creatives. Days later, Matthew Bull quit as worldwide chief creative officer based in London to head back to his native South Africa, returning to Lowe Bull, Cape Town, a shop he co-founded in the mid-90s. Interpublic began legal proceedings in New York against Frank Lowe in January 2006, claiming he violated "contractual and fiduciary duties arising from his tenure at the head of its Lowe Worldwide agency network"—namely raiding Lowe of personnel, not to mention its big U.K. client, Tesco. As part of the caper, Lowe London's CEO Garry Lace was suspended from his post in early March 2006 to probe allegations he met with Frank Lowe regarding the agency's Tesco account prior to Mr. Lowe announcing his new agency in December. In other management changes, Susan Cantor, an 11-year veteran at Lowe, left as CEO of Lowe New York, early this year. She had become president in 2004 and CEO in 2005. Sal Taibi succeeded her as president in January 2006, moving up from director for client services. Chris Chard in June 2005 became chief strategy officer, a new position at Lowe Worldwide. He was formerly regional planning director for Leo Burnett EMEA. Earl Cavanah in October 2005 left Lowe as creative leader on its General Motors business to become a group creative director at DDB, joining Lee Garfinkel, DDB chairman and creative chief, positions he previously held at Lowe. Also in New York, Mark Wnek became chairman and chief creative officer. He rejiggered senior management in the New York creative department, giving it three full creative-director heads, one including Fernanda Romano, the interactive exec. The three suited the guerrilla-type ad activity the agency desires, said Mr. Wnek, former creative chief at Euro RSCG Wnek Gosper Partners in London, and who succeeded Gary Goldsmith who left to become chief creative officer of Y&R New York. Lowe's Helsinki office, Lowe Forever, became Draft Helsinki in October 2005. Similar changes



# Special Report AGENCY PROFILES SUPPLEMENT

took place in 2004 in Denmark and Sweden between the two networks. Lowe and Draft had been linked together in Interpublic's Partnership unit, a division that was discontinued as a reporting entity last year.

**Top Executives:** Tony Wright, chmn; Steve Gatfield, CEO

**Headquarters:** Lowe Worldwide / 150 E. 42nd St., New York, N.Y. 10017 / Phone: (212) 605-8000 / Fax: (212) 605-5656 / URL: www.loweworldwide.com

## Martin Agency\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$50.3	\$50.1	0.4
Employees	2005	2004	% chg
U.S. ....	353	337	4.7
Offices	2005	2004	% chg
U.S. ....	5	5	0.0

**Notes:** Martin Agency is aligned with McCann Worldgroup. The integrated, national agency with offices in Richmond, Va., and New York, services a range of consumer and B2B clients. It focuses on advertising, direct and database marketing, and offers interactive, PR and sports & entertainment services as well. Martin was founded in 1965.

**Top Executive:** John B. Adams, Jr., chmn & CEO

**Headquarters:** Martin Agency / One Shockoe Plaza, Richmond, Va. 23219-4132 / Phone: (804) 698-8000 / Fax: (804) 698-8001 / URL: www.martinagency.com

## McCann Erickson Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$1,461.1	\$1,455.5	0.4
U.S. ....	\$435.6	\$435.1	0.1
Non-U.S. ....	\$1,025.5	\$1,020.4	0.5
Employees	2005	2004	% chg
Worldwide .....	15,000	15,000	0.0
U.S. ....	4,500	4,500	0.0
Non-U.S. ....	10,500	10,500	0.0
Offices	2005	2004	% chg
Worldwide .....	186	186	0.0
U.S. ....	6	6	0.0
Non-U.S. ....	180	180	0.0

**Notes:** McCann Erickson Worldwide, the lead agency in McCann Worldgroup, is a bright spots at Interpublic even though its estimated revenue for 2005 was flat. McCann, which offers a network of offices in 133 countries, was founded in the U.S. 104 years ago, has been in Europe more than 75 years, Latin American for 76 years, and Asia Pacific for 46. In the U.S., its primary offices are in New York, Detroit, Los Angeles, San Francisco and Salt Lake City. McCann recently gained two top executives it previously lost: Brett Gosper joined McCann as U.S. president in late 2005. He had been president of TBWA New York since September 2004, having joined TBWA from McCann where he had been general manager of the New York office. And this February, Lori Senecal became director of content integration at Worldgroup and worldwide account director on McCann's Coca-Cola business, returning three months after she left to become global chief marketing officer at DDB. Ms. Senecal had previously spent 14 years at McCann. In other management moves, Eric Keshin was named COO of McCann Worldgroup from his previous position as regional director of McCann North America. Eric Einhorn, Worldgroup's exec VP and chief strategy officer, relocated to Asia in early 2006 where he gained the additional

title of regional director of Asia Pacific, replacing Max Gosling, who retired this February. Joe Burton becomes head of the Microsoft account at McCann Worldgroup, effective May 1. Worldgroup also includes Campbell Mithun, Fitzgerald & Co., Gotham, Martin Agency, Sedgwick Rd., TM Advertising, Momentum Worldwide, MRM Partners, Universal McCann, McCann Healthcare, Weber Shandwick and FutureBrand.

**Top Executive:** John J. Dooner Jr., chmn & CEO-McCann Worldgroup

**Headquarters:** McCann Erickson Worldwide / 622 Third Ave., New York, N.Y. 10017 / Phone: (646) 865-2000 / Fax: (646) 487-9610 / URL: www.mccann.com

## Mfi Entertainment

### Agency totals

Employees	2005	2004	% chg
U.S. ....	51	51	0.0
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

### Notes:

**Top Executive:** Ed Weiner, pres & CEO

**Headquarters:** Mfi Entertainment / 205 Lexington Ave., New York, N.Y. 10016 / Phone: (212) 686-8138 / Fax: (212) 779-4496 / URL: www.mediafirst.com

## Mullen\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$93.6	\$78.0	20.0
Employees	2005	2004	% chg
U.S. ....	640	589	8.7
Offices	2005	2004	% chg
U.S. ....	4	4	0.0

**Notes:** Mullen, with offices in Wenham, Mass., Winston-Salem, N.C., Pittsburgh and Detroit, is an autonomous agency within Interpublic. Mullen is involved in general advertising as well as direct, interactive, design, PR and media planning.

**Top Executive:** Joe Grimaldi, pres & CEO

**Headquarters:** Mullen / 36 Essex St., Wenham, Mass. 01984-1799 / Phone: (978) 468-1155 / Fax: (978) 468-1133 / URL: www.mullen.com

## NAS Recruitment Communications

### Agency totals

Employees	2005	2004	% chg
Worldwide .....	340	319	6.6
U.S. ....	330	309	6.8
Non-U.S. ....	10	10	0.0
Offices	2005	2004	% chg
Worldwide .....	36	36	0.0
U.S. ....	34	34	0.0
Non-U.S. ....	2	2	0.0

**Notes:** NAS Recruitment Communications is a recruitment agency founded in 1947. It was bought by McCann in June 2000 when NAS was known as Nationwide Advertising Service. NAS provides full-service recruitment marketing, ranging from local newspaper ad placement to full-scale, multi-media campaigns. The company's focus includes healthcare recruitment, interactive recruitment and employee recognition and retention. NAS has offices in 36 cities

# Special Report AGENCY PROFILES SUPPLEMENT

throughout North America. In August 2005, John Stepien and Jim Miller became co-chairmen, succeeding CEO John Graham who retired after 22 years. Mr. Stepien had been president & chief revenue officer, and Mr. Miller, exec VP.

**Top Executives:** Jim Miller, co-chmn; John Stepien, co-chmn

**Headquarters:** NAS Recruitment Communications / 1 Infinity Corporate Centre Dr., Cleveland, Ohio 44145 / Phone: (216) 478-0300 / Fax: (216) 468-8115 / URL: www.nasrecruitment.com

## Promoseven Network

**Notes:** Fortune Promoseven, 40% owned by McCann Erickson Worldwide, is a network of 19 agencies in the Middle East and North Africa that fully owns all but its Saudi Arabian shop, Dynamics, which is 40% owned.

**Top Executive:** Fadi Salameh, pres & CEO

**Headquarters:** Promoseven Network / Emarat Atrium Building, Sheikh Zayed Rd. P.O. Box 6834, Dubai, U.A.E. 9414 / Phone: 9714-321-0007 / Fax: 9714-321-0008 / URL: www.promoseven.com

## Sedgwick Rd.\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$10.7	\$15.8	-32.3
Employees	2005	2004	% chg
U.S. ....	.61	93	-34.4
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Sedgwick Rd. is a traditional, full-service agency that broke away from McCann Erickson in 2001 to become its own brand within Interpublic, although it remains part of McCann Worldgroup.

**Top Executive:** Jim Walker, pres

**Headquarters:** Sedgwick Rd. / 1741 First Ave. South, Seattle, Wash. 98134 / Phone: (206) 971-4200 / Fax: (206) 971-4299 / URL: www.sedgwickrd.com

## Siboney USA

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$5.8	\$5.1	13.7
Employees	2005	2004	% chg
U.S. ....	.44	45	-2.2
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** SiboneyUSA is an Hispanic shop that has shown double-digit growth the past three years. The agency, with offices in Miami and New York, is minority-owned. Its origins trace to the Havana shop, Siboney, founded in 1953 and subsequently expanded into a network of agencies across Latin America. Siboney sold off its Dallas and Los Angeles offices to Publicis Sanchez & Levitan in 2001. Interpublic owns 49% of the agency. *Ad Age* restated prior-year figures.

**Top Executive:** Jose M. Cubas, pres & CEO

**Headquarters:** Siboney USA / 1401 Brickell Ave., Ste. 1100, Miami, Fla. 33131 / Phone: (305) 372-8630 / Fax: (305) 373-0206 / URL: www.siboneyUSA.com

## Springer & Jacoby

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$32.2	\$43.7	-26.4

**Notes:** Springer & Jacoby's ambition to create a pan-European agency network with Mercedes-Benz as a major regional account still may happen, but watch out for the road blocks. The biggest is Mercedes-Benz itself, which is preparing to put its account in play. S&J efforts have stalled in some markets. S&J Paris lost the local Mercedes-Benz account in 2004, and has merged with Extreme, a Paris specialist design and CRM agency, forming Extreme/S&J with the head of Extreme over the merged staff. In 2004, a network shop in London left the group. S&J's turnover has steadily declined from euros 69 million in 2001 to euros 32 million last year. S&J launched a cost-cutting program last year resulting in sizable staff cuts as well as management defections, including Aris Theophilakis, the agency's chief creative officer. He landed at JWT as global creative director on Unilever. S&J early this year was seeking a merger with its former subsidiary, Elephant Seven, a publicly-held online marketing agency based in Unterhaching. Elephant Seven, which would be the surviving name in a deal, is run by CEO Horst Wagner and Daniel Jurgens. The online shop was spun off from S&J in 1996 and merged with Digital Advertising in 2002 to become one of Germany's largest digital shops. Elephant Seven has offices in five German cities and Barcelona and a staff of 125. S&J shops include the mother agency in Hamburg, and offices in 7 other countries throughout Europe. Founded in 1979, S&J is part-owned by Interpublic through Interpublic's acquisition of True North Communications in 2001. Elephant Seven refers to the grey color of the paint covering the office walls of S&J the past 25 years. Figures are estimated by *Ad Age*.

**Top Executive:** Oliver Schwall, CEO; Erik Heitman, chief creative officer

**Headquarters:** Springer & Jacoby / Poststr. 14-16, Hamburg, Germany 20354 / Phone: 49-40-35-603-0 / Fax: 49-40-35-603-3 / URL: www.sj.com

## Stein Rogan & Partners

### Agency totals

Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Stein Rogan & Partners specializes in online and off-line advertising for digital brands. It became part of the Bozell Group network in 1999, and entered Interpublic when the marketing organization purchased True North Communications in 2001. The agency reopened a shop in Chicago in August 2005 to focus on client service, business development and B2B search marketing, Web development and interactive marketing practice. The office is under Jason Abbate, senior VP-interactive services. The agency previously maintained an office in Chicago for two years to service local accounts.

**Top Executive:** Tom Stein, pres & CEO

**Headquarters:** Stein Rogan & Partners / 432 Park Ave. South, New York, N.Y. 10016-8018 / Phone: (212) 213-1112 / Fax: (212) 779-7305 / URL: www.steinrogan.com

## Tierney Communications\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$14.1	\$14.4	-2.1
Employees	2005	2004	% chg
U.S. ....	145	136	6.6
Offices	2005	2004	% chg
U.S. ....	3	3	0.0

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Tierney Communications is a full-service agency with divisions that include advertising, PR, direct, interactive, public affairs, media, celebrity marketing, crisis management and gender marketing. Tierney was part of True North Communications when it was acquired by Interpublic in 2001.

**Top Executive:** Mary S. Austen, pres & CEO

**Headquarters:** Tierney Communications / 200 S. Broad St., Philadelphia, Pa. 19102-3802 / Phone: (215) 790-4100 / Fax: (215) 790-4363 / URL: www.tierneyagency.com

## TM Advertising\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$47.3	\$53.1	-10.9
Employees	2005	2004	% chg
U.S. ....	211	229	-7.9
Offices	2005	2004	% chg
Worldwide .....	2	3	-33.3
U.S. ....	2	2	0.0
Non-U.S. ....	0	1	-100.0

**Notes:** TM Advertising is a full-service, Dallas-based agency with offices in Austin, Houston, New Orleans and Toronto. It is aligned with McCann Worldgroup. The agency has undergone major management changes, including Tom Hansen, CMO, succeeding David Lyon as president when Mr. Lyon left TM at year-end to head marketing at the Lance Armstrong Foundation. Mr. Lyon has been at TM 14 years. President Tom Hansen was given day-to-day responsibility to run TM in January 2006 when Jim Ferguson, chairman and chief creative officer, stepped aside. Also in 2005, Jim Noble was hired as creative director. He had been at TBWA Vancouver. In June 2005, TM created cross-disciplinary Integrated Communications Group under the direction of James Hering, director of interactive marketing. The agency's media operations, including interactive, are now part of ICG. The agency moniker is an abbreviation of Temerlin McClain, a name shortened to just TM in 2004, reflecting the fact that neither Dennis McClain nor Liener Temerlin remained with the agency. TM was founded in 1934 as Glenn Advertising and became Glenn Bozell & Jacobs in 1973. It later morphed into Bozell Dallas before becoming Temerlin McClain in 1992.

**Top Executive:** Tom Hansen, pres

**Headquarters:** TM Advertising / 6555 Sierra Dr., Dallas, Texas 75039 / Phone: (972) 556-1100 / Fax: (972) 830-2619 / URL: www.tm.com

## INTEGRATED MARKETING AGENCIES

### Interpublic Marketing Services\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$998.8	\$875.0	14.1
U.S. ....	\$635.4	\$560.2	13.4
Non-U.S. ....	\$363.4	\$314.8	15.4

**Notes:** Interpublic Marketing Services is an *Ad Age* construct and represents the estimated totals of Interpublic's marketing services operations.

## Draft\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$359.6	\$320.0	12.4
U.S. ....	\$224.0	\$200.0	12.0
Non-U.S. ....	\$135.6	\$120.0	13.0

Employees	2005	2004	% chg
Worldwide .....	3,000	3,040	-1.3
U.S. ....	2,039	2,004	1.7
Non-U.S. ....	961	1,036	-7.2
Offices	2005	2004	% chg
Worldwide .....	38	40	-5.0
U.S. ....	7	10	-30.0
Non-U.S. ....	31	30	3.0

**Notes:** Draft, founded in 1978, is one of the world's larger customer relationship marketing agencies. In the U.S., Draft, the agency, has major shops in Chicago and New York, its D.L. Blair unit has offices in New York and Blair, Neb., and its Capita Technologies unit is based in Irvine, Calif. The network covers 38 offices in 25 countries and offers services in direct, sales promotion, retail advertising, interactive, media, data technology services, sweepstakes, DTC and CRM. Draft continued to gain Lowe-named shops in 2005, adding Lowe Forever, Helsinki, previously known as Draft Helsinki, and Toronto-based Lowe RMP, re-branded as Draft. Both occurred in April 2005. Similar changes took place the previous year in Denmark, Sweden, Argentina and Indonesia between the two networks. The rebranding serves as a precursor to Interpublic's plans to shrink Lowe by selling off around 50 shops worldwide. Lowe & Draft previously occupied the Partnership unit at Interpublic, dismantled last year. The major management move occurred in January 2006 when Laurence Boschetto became president-chief operating officer, a new position that oversees Draft's worldwide offices. Mr. Boschetto had been president of Draft New York. He has been with Draft since 1997, and is the designed heir-apparent to Howard Draft, who is 52. Draft New York at mid-year opened a satellite office at 150 E. 42nd St. at Third Avenue for the approximately 140 people on the Verizon Communications account. At year-end, Draft opened an office in Bentonville, Ark., to be close to Wal-Mart which is based there. Draft handles retail promotions for Procter & Gamble Co., a major Wal-Mart supplier. At the same time it opened an LA office to service current clients Kaiser Permanente and the *Los Angeles Times*. Both moves came after Draft reported it had 50 new employment positions it was seeking to fill. Interpublic's loss of the \$600 million Bank of America account in August forced Draft to cut about 7% of its New York staff (some 40 people) in October 2005 as the work wound down. Among other management moves, Walkyria "Wally" Rey became VP-director of cross-cultural marketing in July 2005. A native of Brazil, Ms. Rey most recently was a consultant for Dyson. Steven Kinder was named to head DraftWorks division as senior VP-director. The division updates, revises, and slightly modifies large volumes of existing direct mail materials for clients. DraftWorks has its own staff, training program and mechanical process, separate and distinct from the rest of the agency. Steve Nubie, former director of advertising for McDonald's and prior to that a creative director at Leo Burnett, joined Draft as senior VP-group creative director in June 2005 to head the agency's creative on the new global retail business for Nokia.

**Top Executive:** Howard Draft, chmn & CEO

**Headquarters:** Draft / 633 N. St. Clair St., Chicago, Ill. 60611 / Phone: (312) 944-3500 / Fax: (312) 944-3566 / URL: www.draftworldwide.com

## FCBi\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$83.0	\$75.4	10.1
U.S. ....	\$48.0	\$44.4	8.1
Non-U.S. ....	\$35.0	\$31.0	12.9

# Special Report AGENCY PROFILES SUPPLEMENT

Employees	2005	2004	% chg
Worldwide	470	285	64.9
Offices	2005	2004	% chg
Worldwide	40	40	0.0
U.S.	9	9	0.0
Non-U.S.	31	31	0.0

**Notes:** FCBi is Foote Cone & Belding's global interactive, direct and digital network with 40 offices in 28 countries. FCBi works closely with FCB's ANALYTICi, a unit offering end-to-end technology driven solutions for iCRM. FCBi was created as an inhouse unit in June 2000 by merging FCB's interactive units and direct-marketing operations. ANALYTICi is involved in customer relationship management working in database marketing, data analysis, systems integration and implementation, and marketing applications development. FCBi in March 2006 named Brad Kay the executive VP, general manager, of FCBi New York.

**Top Executive:** Pam Larrick, chmn & CEO

**Headquarters:** FCBi / 10 W. 33rd St., New York, N.Y. 10001-2900 / Phone: (212) 885-3594 / Fax: (212) 885-3777 / URL: www.fcb.com

## General Motors R\* Works

### Agency totals

Offices	2005	2004	% chg
U.S.	6	6	0.0

**Notes:** GM R\*Works, owned by Interpublic, was founded in 1999 to bring planning of regional and local GM events, promotions and sponsorships under the control of a single organization. With offices now in six major U.S. cities, GM R\*Works has added national initiatives to its local and regional responsibilities.

**Top Executive:** Ray Volpe, CEO

**Headquarters:** General Motors R\* Works / 1 Woodward Ave., Ste. 1200, Detroit, Mich. 48226 / Phone: (313) 596-9100 / Fax: (313) 961-1623 / URL: www.gmrworks.com

## Hacker Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$17.2	\$17.0	1.2

**Notes:** Hacker Group, founded 20 years ago, specializes in direct marketing, especially direct mail and e-marketing both on an online and interactive basis. The agency is a subsidiary of FCB.

**Top Executive:** Spyro Kourtis, pres

**Headquarters:** Hacker Group / 1110 112th Ave. NE, Ste. 200, Bellevue, Wash. 98004-4571 / Phone: (425) 454-8556 / URL: www.hackergroup.com

## Jack Morton Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$141.5	\$135.0	4.8
U.S.	\$115.5	\$110.0	5.0
Non-U.S.	\$26.0	\$25.0	4.0
Employees	2005	2004	% chg
Worldwide	600	880	-31.8
U.S.	400	412	-2.9
Non-U.S.	200	468	-57.3
Offices	2005	2004	% chg
Worldwide	14	15	-6.6
U.S.	10	10	0.0
Non-U.S.	4	5	-20.0

**Notes:** Jack Morton Co. is an experiential marketing communications company with offices in the U.S., Europe, Asia and Australia. A Beijing office was opened in early 2006 led by Rebecca Lim, managing director. Jack Morton is largely involved in meetings and events, training, exhibits, environmental design and interactive media. The company also creates large-scale, globally-televized ceremonies. It is part of Constituent Management Group (CMG) at Interpublic. The agency was founded in 1939 when Irving "Jack" Morton opened Jack Morton Productions in Washington with the vision of enhancing corporate association meetings with music and entertainment. The company ultimately worked with such stars as Jack Benny, George Burns, Bob Hope and Red Skelton. The agency became part of Interpublic in 1998. Founder Jack Morton died in June 2004 at the age of 94.

**Top Executive:** Josh McCall, CEO

**Headquarters:** Jack Morton Worldwide / 498 Seventh Ave., New York, N.Y. 10018 / Phone: (212) 727-0400 / Fax: (212) 401-7010 / URL: www.jackmorton.com

## Marketing Drive Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$72.4	\$64.7	11.9
U.S.	\$56.5	\$50.9	11.0
Non-U.S.	\$15.9	\$13.8	15.2
Offices	2005	2004	% chg
Worldwide	20	20	0.0
U.S.	8	8	0.0
Non-U.S.	12	12	0.0

**Notes:** Marketing Drive is a promotional marketing agency with eight U.S. offices and 12 outside the U.S. It was created in 1999 out of sales promotion agencies Market Growth Resources, McCracken Brooks and Wells Marketing. Impact and Event Management and Promotions joined the company in May 2000. Marketing Drive has nine offices in North America, in addition to offices in Latin America, Europe and Australia.

**Top Executive:** Dean Buresh, CEO

**Headquarters:** Marketing Drive Worldwide / 372 Danbury Rd., Wilton, Conn. 06897 / Phone: (203) 761-9125 / URL: www.marketingdrive.com

## Momentum Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$152.2	\$142.5	6.8
U.S.	\$102.6	\$96.9	5.9
Non-U.S.	\$49.6	\$45.6	8.8
Employees	2005	2004	% chg
Worldwide	1,992	1,809	10.1
U.S.	494	349	41.5
Non-U.S.	1,498	1,460	2.6
Offices	2005	2004	% chg
Worldwide	50	50	0.0
U.S.	9	9	0.0
Non-U.S.	41	41	0.0

**Notes:** Momentum Worldwide is a global event marketing and promotion agency specializing in experiential marketing, particularly with major marquee sporting, entertainment, presence marketing and promotion events. Momentum is part of McCann WorldGroup.

**Top Executive:** Chris Weil, chmn & CEO

**Headquarters:** Momentum Worldwide / 161 Sixth Ave., 8th Fl., New York, N.Y. 10013 / Phone: (212) 367-4500 / Fax: (212) 367-4501 / URL: www.momentumww.com

# Special Report AGENCY PROFILES SUPPLEMENT

## MRM Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$227.3	\$190.9	19.1
U.S.	\$104.4	\$88.5	18.0
Non-U.S.	\$122.9	\$102.4	20.0
Employees	2005	2004	% chg
Worldwide	2,000	1,450	37.9
U.S.	1,150	850	35.3
Non-U.S.	850	600	41.7
Offices	2005	2004	% chg
Worldwide	67	55	21.8
U.S.	30	25	20.0
Non-U.S.	37	30	23.3

**Notes:** MRM Partners changed its name to MRM Worldwide in October 2005, reflecting a shift to digital on a global basis for its direct and customer relationship marketing with an emphasis on analytics and database management. Responsible for the shift is CEO Reuben Hendell, who came to MRM from Digitas in 2004. MRM's primary services are direct, database marketing and interactive. Its secondary disciplines are healthcare, media services and custom publishing. The agency's specialty divisions include: Zentropy, Internet applications and online marketing; Miller Starr, database marketing, and The Publishing Agency, custom publishing and branded media-neutral content. MRM is part of McCann WorldGroup.

**Top Executive:** Reuben Hendell, CEO

**Headquarters:** MRM Worldwide / 622 Third Ave., New York, N.Y. 10017 / Phone: (646) 865-6230 / Fax: (646) 865-6264 / URL: www.mrmworldwide.com

## Octagon

### Agency totals

Employees	2005	2004	% chg
U.S.	1,000	NA	NA
Offices	2005	2004	% chg
Worldwide	60	51	17.6
U.S.	20	22	-9.1
Non-U.S.	40	29	37.9

**Notes:** Octagon is a sports and entertainment company with 1,000-plus employees in 60 offices across 24 countries. Octagon segments its business into four areas: Engagement marketing (consulting, events, promotions, PR and property representation); athletes and personalities (management and procurement); television (rights, production, sales, distribution, new media strategies); and music and entertainment (management and production). It is part of Interpublic's Constituent Management Group (CMG).

**Top Executive:** Rick Dudley, pres & CEO

**Headquarters:** Octagon / 800 Connecticut Ave., 2nd Fl., Norwalk, Conn. 06854 / Phone: (203) 354-7400 / Fax: (203) 354-7401 / URL: www.octagon.com

## R/GA\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$67.0	\$43.6	53.7
U.S.	\$62.6	\$41.6	50.5
Non-U.S.	\$4.4	\$2.0	120.0
Employees	2005	2004	% chg
Worldwide	453	315	43.8

Offices	2005	2004	% chg
Worldwide	2	1	100.0
U.S.	1	1	0.0
Non-U.S.	1	0	NA

**Notes:** R/GA, founded as R/Greenberg Associates as a 2-D graphic animation company in 1977, expanded its staff by over 30% from mid-2004 to mid-2005, forcing the agency in May 2005 to take two full floors to house additional employees in a building across from its corporate headquarters in New York. The agency also opened an office in London in 2005, working mostly for Nokia. Other new accounts spurring its growth include Johnson & Johnson, Subaru of America, Computer Associates and Lowe's. Among those new employees, Steve Olderman came from Digitas to work on Verizon, and Mat Zucker from OgilvyOne to direct J&J. Both brought interactive and traditional marketing experience to R/GA, which is moving beyond interactive. The agency began a media-planning operation in 2004. R/GA is also involved in design and digital production, e-commerce, technology and multichannel marketing. The shop reports through Draft in the Interpublic hierarchy. The R/G in the agency name is for Robert Greenberg, its chairman & CEO. Ad Age restated revenue estimated for 2004.

**Top Executive:** Robert M. Greenberg, chmn, CEO & chief creative officer

**Headquarters:** R/GA / 350 W. 39th St., New York, N.Y. 10018 / Phone: (212) 946-4000 / Fax: (212) 946-4010 / URL: www.rga.com

## Wahlstrom Group\*

### Agency totals

Employees	2005	2004	% chg
U.S.	220	210	4.8
Offices	2005	2004	% chg
U.S.	8	8	0.0

**Notes:** Wahlstrom is a Yellow Pages and directory marketing agency. In the U.S. the agency, a Certified Marketing Representative (CMR) in the YP business, handles media planning and creative for client placements in approximately 6,000 directories. The agency also operates in the Caribbean and Canada. The agency also has a field marketing unit. Wahlstrom was founded in 1954 by Frederick Wahlstrom.

**Top Executive:** Peter Broadbent, CEO

**Headquarters:** Wahlstrom Group / 1290 E. Main St., Stamford, Conn. 06902 / Phone: (203) 347-7347 / Fax: (203) 363-9603 / URL: www.wahlstrom.com

## Zipatoni Co.\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$20.1	\$20.9	-3.8
Employees	2005	2004	% chg
Worldwide	150	133	12.8
Offices	2005	2004	% chg
Worldwide	7	7	0.0
U.S.	6	6	0.0
Non-U.S.	1	1	0.0

**Notes:** Zipatoni is a broadly-based promotional marketing agency with offices in St. Louis, Chicago, New York, Wilton, Conn., San Francisco, Milwaukee, Philadelphia and London. The agency is involved in strategic planning, advertising, interactive, retail, franchise marketing and store design, event and direct marketing. Dean Buresh became CEO in November 2005, replacing Jim Holbrook, former president & CEO who left for the vacant CEO post at EMAK Worldwide. Mr. Buresh had been



# Special Report AGENCY PROFILES SUPPLEMENT

CEO of Interpublic sibling shop Marketing Drive. Karen Sauder filled Mr. Holbrook's role as president, moving up from exec VP, general manager. Lowe Group bought the 51% of Zipatoni it didn't already own in September 2001. Zipatoni was founded in 1985 in St. Louis.

**Top Executive:** Dean Buresh, CEO; Karen Sauder, pres

**Headquarters:** Zipatoni Co. / 555 Washington Ave., St. Louis, Mo. 63101 / Phone: (314) 231-2400 / Fax: (314) 345-4321 / URL: www.zipatoni.com

## HEALTHCARE AGENCIES

### Interpublic Healthcare\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$420.6	\$450.5	-6.6
U.S.	\$288.6	\$319.8	-9.8
Non-U.S.	\$132.0	\$130.7	1.0

**Notes:** Interpublic Healthcare is an *Ad Age* construct and represents the estimated totals of Interpublic's healthcare agency operations.

### Adair-Greene Healthcare Communications

**Notes:** Adair-Greene is a medical agency purchased by McCann Erickson in mid-2000.

**Top Executive:** Jay Levy, CEO & pres

**Headquarters:** Adair-Greene Healthcare Communications / 1575 Northside Dr., Bldg. 200, Atlanta, Ga. 30318 / Phone: (404) 351-8424 / Fax: (404) 352-8154 / URL: www.aghealthcare.com

### Alchemy\*

#### Agency totals

**Notes:** Alchemy is a medical agency founded in 2002.

**Top Executive:** Rich Pounder, founder, pres & CEO

**Headquarters:** Alchemy / 440 Park Ave. South, 3rd Fl., New York, N.Y. 10016 / Phone: (212) 605-8400 / Fax: (212) 605-5894 / URL: www.alchemyny.com

### FCB HealthCare & ProHealth\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	NA	NA	NA
U.S.	NA	NA	NA
Non-U.S.	NA	NA	NA

**Notes:** FCB HealthCare & ProHealth is a medical agency network with offices in both New York and San Francisco. The network has international offices in Belgium, Germany, the U.K., India, Australia, New Zealand and South Africa. The agency was founded as VICOM Associates in 1977 and became part of FCB in 1984.

**Top Executive:** Tom Domanico, chmn, CEO & WW dir-creative

**Headquarters:** FCB HealthCare & ProHealth / 100 W. 33rd St., 7th Fl., New York, N.Y. 10001 / Phone: (212) 672-2300 / Fax: (212) 672-2301 / URL: www.fcbhealthcare.com

### Low HealthCare Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	NA	NA	NA
U.S.	NA	NA	NA
Non-U.S.	NA	NA	NA

Employees	2005	2004	% chg
Worldwide	642	603	6.5
U.S.	625	590	5.9
Non-U.S.	17	13	30.8
Offices	2005	2004	% chg
Worldwide	10	8	25.0
U.S.	7	6	16.7
Non-U.S.	3	2	50.0

**Notes:** Lowe Healthcare Worldwide is an umbrella network with seven companies in the U.S. and U.K., and 27 Lowe affiliates in Europe, Latin America, and Asia Pacific. Its network include Integrated Communications, Parsippany, N.J., a worldwide medical agency; Pace, Parsippany, a full-service healthcare communications agency working; Interlink Healthcare Communications, Lawrenceville, N.J., a full-service healthcare advertising and medical education company; Lowe Azure, Richmond, Surrey, U.K., a specialist healthcare branding, advertising and promotion agency within Lowe Healthcare Europe Group; and Lowe Fusion, also Richmond, Surrey, U.K., a specialist healthcare communications, medical education and PR agency within Lowe Healthcare Europe Group.

**Top Executive:** Sal Perreca, chmn & CEO

**Headquarters:** Lowe Healthcare Worldwide / 5 Sylvan Way, Parsippany, N.J. 07054 / Phone: (973) 984-2755 / Fax: (973) 984-2159

### Integrated Communications Corp.

#### Agency totals

Employees	2005	2004	% chg
Worldwide	258	225	14.7
U.S.	240	225	6.7
Non-U.S.	18	0	NA
Offices	2005	2004	% chg
Worldwide	3	2	50.0
U.S.	2	1	100.0
Non-U.S.	1	1	0.0

**Notes:** ICC is a professional healthcare agency. In late 2005, Euro RSCG Life creative chief Chet Moss was named executive VP, chief creative officer at ICC, a new position. Mr. Moss has ultimate responsibility for the creative product at the agency.

**Top Executive:** Steve Viviano, pres

**Headquarters:** Integrated Communications Corp. / 5 Sylvan Way, Parsippany, N.J. 07054 / Phone: (973) 984-2755 / Fax: (973) 984-2759 / URL: www.icclink.com

### Interlink Healthcare Communications Corp.

#### Agency totals

Employees	2005	2004	% chg
Worldwide	350	305	14.8
U.S.	110	90	22.2
Non-U.S.	240	215	11.6
Offices	2005	2004	% chg
Worldwide	12	11	9.1
U.S.	2	1	100.0
Non-U.S.	10	10	0.0

**Notes:** Interlink Healthcare Communications, based in Lawrenceville, N.J., is an ICC Group company and is part of the

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

Lowe Healthcare Worldwide network at Interpublic. The agency's network covers Europe, Latin America, Japan and Greater Asia.

**Top Executive:** Larry Iaquinto, pres

**Headquarters:** Interlink Healthcare Communications Corp. / 989 Lenox Dr., Lawrence, N.J. 08648 / Phone: (609) 406-9600 / Fax: / URL: www.interlinkhc.com

## Pace

### Agency totals

Employees	2005	2004	% chg
U.S. ....	125	125	0.0
Offices	2005	2004	% chg
U.S. ....	5	5	0.0

**Notes:** Pace is a full-service healthcare communications agency.

**Top Executive:** Mary Cobb, CEO & pres

**Headquarters:** Pace / 35 Waterview Blvd., Parsippany, N.J. 07054 / Phone: (973) 257-9300 / Fax: (973) 257-1649 / URL: www.paceconnect.com

## McCann Healthcare Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	NA	NA	NA
U.S. ....	NA	NA	NA
Non-U.S. ....	NA	NA	NA
Employees	2005	2004	% chg
Worldwide .....	1,300	1,300	0.0
U.S. ....	500	500	0.0
Non-U.S. ....	800	800	0.0
Offices	2005	2004	% chg
Worldwide .....	53	53	0.0
U.S. ....	12	12	0.0
Non-U.S. ....	41	41	0.0

**Notes:** McCann Healthcare Worldwide has more than 50 offices in 35 cities in 18 countries in North America, Asia, Europe and Latin America. Its U.S. operation is Torre Lazur.

**Top Executive:** Richard Nordstrom, CEO

**Headquarters:** McCann Healthcare Worldwide / 20 Waterview Blvd., Parsippany, N.J. 07054 / Phone: (973) 263-9100 / Fax: (973) 263-4113 / URL: http://mccannhealthcareworldwide.com

## Torre Lazur McCann Healthcare Worldwide

**Notes:** Torre Lazur is the U.S. component of McCann Healthcare Worldwide. It operates Torre Lazur-named offices in Chicago, East Hanover and Parsippany, both New Jersey, and San Diego. Marci Piasecki, an 11-year veteran of Torre Lazur McCann, in July 2005 became CEO of the U.S. agency network, succeeding Beverly Breitenbach, who resigned. Ms. Piasecki reports directly to Richard Nordstrom, chairman & CEO of McCann Healthcare Worldwide. Torre Lazur was founded in 1979. Other U.S. entities of McCann Healthcare Worldwide are Adair-Greene Healthcare Communications, Atlanta, and Regan Campbell Ward, New York.

**Top Executive:** Joe Torre, chmn; Marci Piasecki, CEO

**Headquarters:** Torre Lazur McCann Healthcare Worldwide / 20 Waterview Blvd., Parsippany, N.J. 07054-1295 / Phone: (973) 331-8316 / Fax: (973) 263-4113 / URL: www.torrelazur.com

## Regan Campbell Ward

**Notes:** Regan Campbell Ward is an independently branded and managed unit of McCann Healthcare WorldWide. RCW, based in New York, has an office in San Diego and an interactive medical agency called Medrageous at www.medrageous.com.

**Top Executive:** Maureen Regan, pres & CEO

**Headquarters:** Regan Campbell Ward / 381 Park Ave. South, 2nd Fl., New York, N.Y. 10016 / Phone: (646) 742-2100 / Fax: (212) 218-1026 / URL: www.rcw.com

## MEDIA SPECIALIST AGENCIES

### Interpublic Media Specialists\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$664.2	\$677.5	-2.0
U.S. ....	\$315.5	\$331.3	-4.8
Non-U.S. ....	\$348.7	\$346.2	0.7

**Notes:** Interpublic Media Specialists is an *Ad Age* construct and represents the estimated totals of Interpublic's media buying and planning operations.

## Cash Plus Media Services

### Agency totals

Employees	2005	2004	% chg
U.S. ....	48	46	4.3
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Cash Plus is a media specialist company serving the needs of its parent, Campbell Mithun, as well as other agencies and clients. It is a spot TV and radio resource for Interpublic's MAGNA Global Trading, which is involved in barter-based media strategies. Cash Plus also buys media for local agencies, having recently agreed to execute media schedules for select clients of Lindsay, Stone & Briggs Advertising in Madison, Wis.

**Top Executive:** Richard Hurrelbrink, CEO

**Headquarters:** Cash Plus Media Services / 222 S. Ninth St., Ste. 2400, Minneapolis, Minn. 55402 / Phone: (612) 347-6900 / Fax: (612) 347-6969 / URL: www.cashplusmedia.com

## ID Media\*

### Agency totals

Billings (\$ in millions)	2005	2004	% chg
U.S. ....	\$475.0	\$395.0	20.3
Employees	2005	2004	% chg
U.S. ....	159	156	1.9
Offices	2005	2004	% chg
U.S. ....	3	3	0.0

**Notes:** ID Media offers media planning, buying and analysis services largely for DRTV, but also for print, radio, co-op mail, and online media from its three offices, New York, Chicago and Los Angeles. ID has a fast-growing online media group in which 40% of its business is in search and RSS, blogs and broadband video. ID was founded in 2002 as a joint venture of Draft and Initiative Media, operates autonomous within Interpublic. Billings were estimated by *Ad Age*.

**Top Executive:** Lynn Fantom, CEO

**Headquarters:** ID Media / 28 W. 23rd St., 8th Fl., New York, N.Y. 10010 / Phone: (917) 265-2000 / Fax: (917) 265-2900 / URL: www.idmediaww.com

# Special Report AGENCY PROFILES SUPPLEMENT

## Initiative\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$370.2	\$375.1	-1.3
U.S.	\$188.8	\$191.3	-1.3
Non-U.S.	\$181.4	\$183.8	-1.3
Employees	2005	2004	% chg
Worldwide	2,815	NA	NA
U.S.	610	650	-6.2
Non-U.S.	2,205	NA	NA
Offices	2005	2004	% chg
Worldwide	95	NA	0.0

**Notes:** Initiative Media is a media specialist company that includes Initiative, Newspaper Services of America, Media First, Media Partnership, Outdoor Services, Wahlstrom Group and PicTV. Initiative also has a joint venture with Draft called ID Media, which largely handles DRTV. ID Media, an autonomous unit within Interpublic, is not in the Initiative numbers. Alec Gerster in mid-March 2005 absorbed the duties of Marie-Jose Forissier, Initiative worldwide chairman and the CEO of its operations in Europe, Latin America and Asia-Pacific, after the Paris-based executive left the company. Mike Tunnicliffe became global client and network development director in February 2006, a new position. He had been Initiative North America's chief strategic officer. In March 2006, Initiative hired as North American CEO Richard Beaven. He had been exec VP-managing director at Publicis Groupe's MediaVest. Mr. Beaven replaced Carolyn Bivens who left in June 2005. Then in April 2006, Larry Orell became COO and Amanda Ploughman executive VP-director of business development, with both reporting to Mr. Beaven. Initiative launched a product-placement division, Initiative Innovations, in February 2005. Revenues are estimates based on projected billings from Recma.

**Top Executive:** Alec Gerster, chmn & CEO-WW

**Headquarters:** Initiative / One Dag Hammarskjold Plaza, 5th Fl., New York, NY 10017 / Phone: (212) 605-7000 / Fax: (212) 605-7200 / URL: www.initiativemedia.com

## Media First International\*

### Agency totals

Billings (\$ in millions)	2005	2004	% chg
U.S.	\$265.0	\$265.0	0.0
Employees	2005	2004	% chg
U.S.	53	55	-3.6
Offices	2005	2004	% chg
U.S.	2	2	0.0

**Notes:** Media First International is a media specialist company. It was purchased in June 2002 by Interpublic and operates as a stand-alone unit. Billings are projections by Recma.

**Top Executive:** Ed Weiner, pres & CEO

**Headquarters:** Media First International / 205 Lexington Ave., New York, N.Y. 10016 / Phone: (212) 686-3342 / Fax: (212) 779-4496 / URL: www.mediafirst.com

## Media Partnership\*

### Agency totals

Billings (\$ in millions)	2005	2004	% chg
U.S.	\$355.0	\$360.0	-1.4
Employees	2005	2004	% chg
U.S.	30	30	0.0

**Notes:** Media Partnership is a media specialist company reporting to Initiative Media. Billings are projections by Recma.

## Newspaper Services of America\*

### Agency totals

Billings (\$ in millions)	2005	2004	% chg
U.S.	\$1,700.0	\$1,700.0	0.0
Employees	2005	2004	% chg
U.S.	322	345	-6.7
Offices	2005	2004	% chg
U.S.	2	2	0.0

**Notes:** Newspaper Services of America, a newspaper planning and buying unit, reports through Initiative Media Worldwide as part of internal control measures at Interpublic, but operates separately from Initiative. Outdoor Services, the huge out-of-home media management company, and MediaMart, an advertisers' in-house media team with web technology, are divisions of NSA. Billings are *Ad Age* estimates.

**Top Executive:** Bob Shamberg, chmn & CEO

**Headquarters:** Newspaper Services of America / 3025 Highland Pkwy., Ste. 700, Downers Grove, IL 60515 / Phone: (630) 729-7788 / Fax: (630) 241-9185 / URL: www.nsamedia.com

## Universal McCann Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$294.0	\$302.4	-2.8
U.S.	\$126.7	\$140.0	-9.5
Non-U.S.	\$167.3	\$162.4	3.0
Employees	2005	2004	% chg
Worldwide	3,000	3,146	-4.6
U.S.	660	727	-9.2
Non-U.S.	2,340	2,419	-3.3
Offices	2005	2004	% chg
Worldwide	55	NA	NA
U.S.	9	NA	NA
Non-U.S.	46	NA	NA

**Notes:** Universal McCann Worldwide in 1999 became the globally branded media services arm of McCann Worldgroup. Universal McCann went through considerable management changes, beginning with Interpublic's hiring in June 2005 of Mark Rosenthal, a veteran of Viacom's MTV Networks, to oversee Interpublic's media-buying and media-planning operations as chairman-CEO of Interpublic Media. With P&L oversight over all Interpublic's media businesses, Mr. Rosenthal's first big move was to hire Nick Brien in August 2005 as CEO-president at Universal McCann, filling a position in which COO Murray Dudgeon held on an interim basis replacing Robin Kent. Mr. Brien previously was CEO of Arc Worldwide. Then in January 2006, Wayne Fletcher became Universal McCann's first global head of communications planning, a role designed to probe reaching consumers amid increasing media fragmentation. He came from Carat Deepblue, a European strategy unit. Additionally, Mr. Brien named former ITV sales executive Graham Duff as president of Europe, Middle East and Africa. Mary Gerzema became president in February 2006 of Universal McCann's U.S. operations, a new position. Ms. Gerzema manages UM's major offices of New York, Los Angeles and San Francisco. At Universal McCann since 2003, she had been communications director of the New York office prior to her promotion. Universal McCann created one unit out of its online and emerging media operations in March 2006 and put David Cohen, a senior VP of UM Interactive, in charge as U.S. director of digital communications. The unit oversees integration of new media (broadband, wireless, VOD etc.). Revenues are estimates based on projected billings from Recma.

# Special Report AGENCY PROFILES SUPPLEMENT

**Top Executive:** Nick Brien, WW pres & CEO; Mary Gerzema, pres-U.S.  
**Headquarters:** Universal McCann Worldwide / 622 Third Ave., New York, N.Y. 10017 / Phone: (646) 865-2000 / Fax: (646) 865-3728 / URL: www.universalmccann.com

## PUBLIC RELATIONS AGENCIES

### Interpublic PR\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$474.1	\$463.8	2.2
U.S.	\$354.1	\$344.9	2.7
Non-U.S.	\$120.0	\$118.9	0.9

**Notes:** Interpublic PR is an *Ad Age* construct and represents the estimated totals of Interpublic's public relations operations.

### BNC

Agency totals			
Employees	2005	2004	% chg
U.S.	120	120	0.0
Offices			
2005	2004	% chg	
U.S.	2	2	0.0

**Notes:** BNC is a marketing communications company operating in the entertainment, sports and lifestyle/pop culture arena. The unit has offices in Los Angeles and New York. Joseph T. Assad in early 2006 became senior VP, general manager, replacing Doug Scott, who left the agency. Mr. Assad had been VP at the New York office.

**Top Executive:** Michael Nyman, chmn & CEO  
**Headquarters:** Bragman Nyman Cafarelli / 8687 Melrose Ave., 8th Fl., Los Angeles, Calif. 90069 / Phone: (310) 854-4800 / Fax: (310) 854-4848 / URL: www.bncpr.com

### DeVries Public Relations\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$7.9	\$7.8	1.3
Employees			
2005	2004	% chg	
U.S.	97	98	-1.0
Offices			
2005	2004	% chg	
U.S.	1	1	0.0

**Notes:** DeVries Public Relations, a consumer marketing PR specialist, was purchased in late 2001 by Interpublic.

**Top Executive:** Madeline de Vries, chmn  
**Headquarters:** DeVries Public Relations / 30 E. 60th St., New York, N.Y. 10022 / Phone: (212) 891-0400 / Fax: (212) 644-0291 / URL: www.devries-pr.com

### Golin/Harris\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$103.4	\$101.3	2.1
Employees			
2005	2004	% chg	
U.S.	220	NA	NA

**Notes:** Golin/Harris is an international PR agency based in Chicago with 11 other U.S. offices and a presence in 30 countries.

**Top Executive:** Fred Cook, pres & CEO  
**Headquarters:** Golin/Harris / 111 E. Wacker Dr., 11th Fl., Chicago, Ill. 60601 / Phone: (312) 729-4000 / Fax: (312) 729-4010 / URL:

www.golinharris.com

### MWW Group

Agency totals			
Employees	2005	2004	% chg
U.S.	200	NA	NA
Offices			
2005	2004	% chg	
U.S.	8	NA	NA

**Notes:** Founded in 1986, MWW Group is a public relations agency specializing in consumer marketing, corporate communications, investor relations, public affairs and government relations, and healthcare.

**Top Executive:** Michael W. Kempner, pres & CEO  
**Headquarters:** MWW Group / One Meadowlands Plaza, East Rutherford, N.J. 07073 / Phone: (201) 507-9500 / Fax: / URL: www.mww.com

### Weber Shandwick\*

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$362.8	\$354.7	2.3
U.S.	\$242.8	\$235.8	3.0
Non-U.S.	\$120.0	\$118.9	0.9
Offices			
2005	2004	% chg	
Worldwide	75	75	0.0
U.S.	19	19	0.0
Non-U.S.	56	56	0.0

**Notes:** Weber Shandwick, a PR agency, is a merger of Weber Group founded in Cambridge, Mass., in 1987, and Shandwick International, founded in London in 1974, and BSMG Worldwide, which merged into Weber Shandwick in 2001. BSMG traces its lineage to 1921 and the Bozell & Jacobs agency in Omaha. Weber Shandwick has offices in 38 countries and affiliates that expand its presence to 65 countries.

**Top Executive:** Jack Leslie, chmn; Harris Diamond, CEO  
**Headquarters:** Weber Shandwick / 640 Fifth Ave., New York, N.Y. 10019-6102 / Phone: (212) 445-8000 / Fax: (212) 445-8013 / URL: www.webershandwick.com

## 19 George P. Johnson Co.

Revenue (\$ in millions)			
2005	2004	% chg	
Worldwide	\$193.0	\$172.9	11.6
U.S.	\$142.4	\$133.5	6.6
Non-U.S.	\$50.6	\$39.4	28.5
Employees			
2005	2004	% chg	
Worldwide	1,206	1,182	2.0
U.S.	746	758	-1.6
Non-U.S.	460	424	8.5
Offices			
2005	2004	% chg	
Worldwide	14	13	7.7
U.S.	4	5	-20.0
Non-U.S.	10	8	25.0

**Notes:** Privately-owned George P. Johnson Co., founded in 1914 as a flag and decoration company, is an integrated event marketer operating largely in automotive and information technology industries. GPJ produces more than 4,000 events annually through 14 offices worldwide. GPJ has full-scale production facilities in Auburn Hills, Mich., Torrance, Calif., Stuttgart, and Sydney, and marketing offices in

# Special Report AGENCY PROFILES SUPPLEMENT

Boston, San Jose, San Francisco, London, Singapore, Bangalore, Beijing and Tokyo. As an event marketer, GPJ builds a strategic event portfolio for clients by integrating event strategy and selection, design, event management and measurement.

**Top executive:** Robert G. Vallee, Jr., CEO

**Headquarters:** George P. Johnson Co. / 3600 Giddings Rd., Auburn Hills, Mich. 48045 / Phone: 248-475-8885 / Fax: 248-475-2325 / URL: www.gpjco.com

## 34 LB Icon

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$121.3	\$82.7	46.7
U.S.	\$35.0	\$28.0	25.0
Non-U.S.	\$86.3	\$54.7	57.8
Employees	2005	2004	% chg
Worldwide	820	810	1.2
U.S.	180	160	12.5
Non-U.S.	640	650	-1.5
Offices	2005	2004	% chg
Worldwide	14	13	7.7
U.S.	1	4	-75.0
Non-U.S.	13	9	44.4

**Notes:** LB Icon, a publicly-held digital marketing and technology marketing organization co-headquartered in Amsterdam and Stockholm, was formed in 2002 when Lost Boys, Amsterdam, and IconMedialab, Stockholm, merger to form IconMedialab International. The name of the company was subsequently changed to LB Icon in June 2004. LB Icon is the parent of multiple digital and technology-oriented companies: MetaDesign in Berlin and Escador in Den Dolder, The Netherlands, both of which operate in the field of business and brand strategy; Lost Boys in Amsterdam, Wheel in London, Icon Medialab in Milan, DAD in Brussels and IconNicholson in the U.S., all of which focus on multi-channel marketing and communications; Escador in Munich, Winsome (Bruges and Brussels), LB Icon and LBI-Linkhand, both London, and Icon Medialab in Madrid, all of which operate within the information technology area. LB Icon acquired in October 2005 Inpact in Utrecht, which was merged in January 2006 with Lost Boys. LB Icon had gained Wheel in London and DAD in Belgium in 2004 and early 2005. LB Icon's strongest presence is in Germany, 27% of its revenue in 2005, although down from 36% in 2004 because of substantial growth in the U.K.—from 13% of business in 2004 to 25% in 2005. The company's financial reports show the U.S. claiming 14% of LB Icon revenue, a percentage that translates to \$17 million for the parent. But that volume doesn't match up with the \$35 million in revenue at IconNicholson, LB Icon's sole U.S. property, because the agency generates considerable revenue from work executed elsewhere.

**Top executive:** Robert Pickering, CEO & mg dir

**Co-headquarters:** LB Icon/Birger Jarlsgatan 24, Stockholm, Sweden SE-114-34/Phone: 46-8-5223-9000 / Fax: 46-8-5223-9009 / URL: www.iconnicholson.com

**Co-headquarters:** LB Icon/P.O. Box 94829, Amsterdam, Netherlands 1090 GV/Phone: 31-20-460-4500/Fax: 31-20-460-4502/URL: www.iconnicholson.com

## INTEGRATED MARKETING AGENCIES

### IconNicholson\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$35.0	\$28.0	25.0
Employees	2005	2004	% chg
U.S.	180	160	12.5
Offices	2005	2004	% chg
U.S.	1	4	-75.0

**Notes:** IconNicholson is an IT professional services agency founded in 1987. Its services include strategic consulting, user-driven modeling and design, and system development and integration. The agency consolidated into its New York office in 2005, selling off local offices in Washington, San Francisco and St. Louis largely to management.

**Top Executive:** Tom Nicholson, founder & mg dir

**Headquarters:** IconNicholson / 295 Lafayette St., New York, New York 10011 / Phone: (212) 274-0470 / Fax: (212) 274-0380 / URL: www.iconnicholson.com

## 33 M&C Saatchi

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$123.3	\$114.3	7.8
U.S.	\$5.8	\$4.7	24.9
Non-U.S.	\$117.4	\$109.7	7.1
Employees	2005	2004	% chg
Worldwide	806	790	2.0
U.S.	23	17	35.3
Non-U.S.	783	773	1.3
Offices	2005	2004	% chg
Worldwide	18	12	50.0
U.S.	2	2	0.0
Non-U.S.	16	10	60.0

**Notes:** Publicly-held M&C Saatchi, founded in 1995 by Maurice Saatchi following his departure from the board of international agency network Saatchi & Saatchi, is a network of 18 agencies on four continents. Maurice and brother Charles, both M&C partners, are two of its biggest shareholders. M&C's newest shop, Dhar & Hoon, New Delhi, was acquired in September 2005. Earlier in 2005, M&C opened M&C Saatchi GAD in Paris, and packed it with expats from Leo Burnett Worldwide Paris: Gilles Masson, Antoine Barthuel and Daniel Fohr, all partners of the new shop. Mr. Masson had been president of LB, Paris, and Messrs. Barthuel and Fohr, co-creative directors. By mid-2006, M&C Saatchi plans to open offices in Germany, Italy and Spain in partnership with local ad executives and was reportedly interested in establishing shops in Beijing, South Korea and Indonesia, at least those were its stated plans prior to the loss of its biggest account in October 2005, British Airways. The week following that loss M&C Saatchi issued a newspaper ad informing the London marketing community it is "now seeking new airline bookings." M&C's international expansion has been fed by funds from an initial public offering in 2004. M&C Saatchi gains about 40% of its revenue from its 12 Asia-Pacific shops within an Auckland-Delhi-Tokyo triangle.

**Top executive:** Jeremy Sinclair, chmn

**Headquarters:** M&C Saatchi/36 Golden Square, London, United Kingdom W1F 9EE/Phone: 44-20-7543-4500/Fax: 44-20-7543-4501/URL: www.mcsaatchi.com



# Special Report AGENCY PROFILES SUPPLEMENT

## TRADITIONAL AGENCIES

### M&C Saatchi

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$5.8	\$4.7	24.9
Employees	2005	2004	% chg
Worldwide	23	17	35.3
Offices	2005	2004	% chg
U.S.	2	2	0.0

**Notes:** M&C Saatchi in the U.S. is a consolidation of offices in New York and Los Angeles.

**Top Executive:** Jennifer Willig, mg dir; Huw Griffith, CEO-Los Angeles

**Headquarters:** M&C Saatchi / 95 Fifth Ave., 5th Fl., New York, N.Y. 10003 / Phone: (212) 655-8000 / Fax: (212) 655-4301 / URL: www.mcsaatchi.com

## 37 Marketing Store

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$108.2	\$101.3	6.8
U.S.	\$47.4	\$44.1	7.3
Non-U.S.	\$60.8	\$57.2	6.4
Employees	2005	2004	% chg
Worldwide	718	676	6.2
U.S.	230	188	22.3
Non-U.S.	488	488	0.0
Offices	2005	2004	% chg
Worldwide	14	11	27.3
U.S.	3	2	50.0
Non-U.S.	11	9	22.2

**Notes:** Marketing Store, founded in 1986, is a marketing services company heavily involved in in-store promotion, including merchandising and point-of-purchase. As an example of its work, the Marketing Store, along with design consultancy Boxer, helped create nutritional information and a labelling system for McDonald's Corp. in 2005. Marketing Store is part of Havi Group, a private company founded in 1974 to provide distribution services to McDonald's stores in the Chicago area. Havi now operates in more than 40 countries. Havi Group, in addition to Marketing Store, owns companies that provide infrastructure/logistics management, supply chain services, and equipment rental/maintenance services. Marketing Store in 2005 created an Hispanic marketing division, The Marketing Bodega, based in Chicago, and secured McDonald's Corp., Miller Brewing Co. and Coca-Cola Co. as its first clients. Marketing Bodega is led by John Burn Marante, VP-managing director. Marketing Store also is seeking to expand its pan-European business. In 2005, Catherine Gale was appointed CEO-Europe, and now heads a new European management team. Operating in that region principally out of the U.K. where it has offices in London, Birmingham and Leeds, Marketing Store is planning entry into Germany and Southern Europe. The agency has 11 offices worldwide, including three in China: Shanghai, Shenzhen and Hong Kong. During 2005, Marketing Store gained Warner Bros, Thomas Cook and Babybel, and secured Nobby's Nuts as incremental business from existing client, Walkers.

**Top executive:** Graham Kemp, CEO

**Headquarters:** Marketing Store/701 E. 22nd St., Lombard, Ill. 60148/Phone: (630) 693-1400/Fax: (630) 693-6925/URL: www.tmsw.com

## 10 MDC Partners

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$443.5	\$316.7	40.0
U.S.	\$328.1	\$216.0	51.9
Non-U.S.	\$115.4	\$100.7	14.6
Employees	2005	2004	% chg
Worldwide	4,055	3,430	18.2

**Notes:** MDC Partners, a publicly held marketing organization, is largely a marketing communications company that provides strategic marketing services (ad agencies), specialized communications and CRM. MDC also has a security products unit. Its agencies include Allard Johnson, ACLC and Zig, all Toronto-based, and U.S. agencies—Colle & McVoy, Crispin Porter Bogusky, Fletcher Martin, Kirshenbaum Bond & Partners, Margeotes Fertitta Powell, Mono and VitroRobertson. Also among "agencies" is Mobium Creative Group (a branding and communications arm of Colle & McVoy). MDC also owns 20% of Cliff Freeman & Partners. The CRM unit is Accent which runs six customer contact centers. Specialized services shops are—Accumark (promotional), Bruce Mau (design), Bryan Mills (financial communications), Henderson bas (interactive) Integrated Healthcare (medical ed), Northstar (market research), Onbrand (branding) and Veritas (PR), all Toronto-based. In the U.S., its specialized services shops include Banjo (entertainment marketing), Bratskeir (corporate communications), Chinnici (direct), Dotglu (interactive), Hello (design), Lime (PR and promo), Media Kitchen (media specialist unit), Source Marketing (marketing services), TargetCom (direct and database management services) and Zyman Group (management consulting). Marketing communications in 2005 contributed \$363.4 million in revenue, up 47.1%, or 82% of MDC totals. The rest, \$80.1 million, up 14.9%, came from the Secure Products group that provides security products and services including electronic transaction products, secure ticketing products and stamps. Overall, MDC reported \$443.5 million in revenue, up 40%, and a net loss from continuing operations of \$8.5 million compared with income from continuing operations of \$5 million in 2004. During 2005, MDC boosted its ownership in Margeotes to 95% from about 80%, an ownership that also includes Margeotes' acquisition in 2005 of Powell, a New York creative boutique. Steven Berns became president and CFO in November 2005, duties previously held by Miles Nadal, MDC chairman-CEO. Mr. Berns had been vice chairman and executive VP since August 2004 when he joined MDC from Interpublic where he had been senior VP-treasurer. The appointment allows Mr. Nadal to focus more on strategy, partner development and mergers and acquisition. MDC Partners is a marketing organization that terms itself the anti-network because of its policy of allowing substantial minority ownership to be retained by agency management.

**Top executive:** Miles S. Nadal, chmn & CEO; Steven Berns, pres

**Headquarters:** MDC Partners/45 Hazelton Ave./ Toronto, Ont., Canada M5R 2E3/Phone: (416) 960-9000/Fax: (416) 960-9555/URL: www.mdc-partners.com

**U.S. Headquarters:** MDC Partners / 375 Hudson St., 8th Fl., New York, N.Y. 10014 / Phone: (212) 463-2777 / URL: www.mdc-partners.com

An asterisk (\*) indicates figures are Ad Age estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

## TRADITIONAL AGENCIES

### Cliff Freeman & Partners\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$14.0	\$14.0	0.0
Employees	2005	2004	% chg
U.S. ....	.80	NA	NA
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Cliff Freeman & Partners, a traditional ad agency, in 2005 launched Cliff Freeman Design or CFD, which integrates brand design with new non-traditional strategies and execution, and Six Ball Productions, an in-house directing and editing operation. The agency, founded in 1987 as a subsidiary of Saatchi & Saatchi, in 1999 was sold to Cliff Freeman, agency chairman-chief creative officer, among others. Jeff McClelland became the agency's first CEO in November 2005. The agency in early 2004 sold 19.9% of itself to MDC Partners and MDC has an option to buy the rest this year.

**Top Executive:** Cliff Freeman, chmn & chief creative officer; Jeff McClelland, CEO

**Headquarters:** Cliff Freeman & Partners / 375 Hudson St., New York, N.Y. 10014 / Phone: (212) 463-3200 / Fax: (212) 463-3225 / URL: www.cliffreeman.com

### Colle & McVoy\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$24.6	\$22.0	11.8
Employees	2005	2004	% chg
U.S. ....	175	171	2.3
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Colle & McVoy, founded in 1935, is a traditional agency fully owned by MDC. C&M rebranded C&M PR as Exponent PR in April 2005 in order to broaden its universe of PR prospects. Christine Fruechte became president in January 2006, moving up from director of client services. Returns also include those of Mobium Creative Group, a Chicago B2B shop acquired by C&M in 2004.

**Top Executive:** John Jarvis, CEO & chief creative officer; Christine Fruechte, pres

**Headquarters:** Colle & McVoy / 8500 Normandale Lake Blvd., Ste. 2400, Minneapolis, Minn. 55437-3809 / Phone: (952) 852-7500 / Fax: (952) 852-8100 / URL: www.collemcvoy.com

### Crispin Porter & Bogusky

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$54.7	\$43.0	27.2
Employees	2005	2004	% chg
Worldwide ....	378	277	36.5
U.S. ....	376	277	35.7
Non-U.S. ....	2	0	NA
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Crispin Porter & Bogusky is a full-service agency with offices in Miami and Venice, Calif. The agency moved all but media-buying operations out of its Venice, Calif., shop to its

Miami headquarters in May 2004. MDC fully consolidates CPB in its financials as of Sept. 22, 2004, even though it technically owns 49%. Crispin in September purchased 20% of Fuseproject, a San Francisco design studio, its first investment in another shop. Both worked together on BMW Mini Cooper, before Crispin resigned the account when it got Volkswagen of America in 2005. Crispin will open an office in Boulder, Colo. this summer, and will shift a large part of its creative operations there. Mr. Bogusky, the agency's creative director, and Andrew Keller, executive creative director, are moving to the Boulder office.

**Top Executive:** Charles K. Porter, chmn; Jeff Hicks, pres & CEO

**Headquarters:** Crispin Porter & Bogusky / 3390 Mary St., Ste. 300, Miami, Fla. 33133 / Phone: (305) 859-2070 / Fax: (305) 854-3419 / URL: www.cpbgroup.com

### Fletcher Martin\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$8.0	\$7.8	3.0
Employees	2005	2004	% chg
U.S. ....	.70	70	0.0
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Fletcher Martin is a traditional agency with sequences in business-to-business and financial services. It is 85% owned by MDC. Revenue for 2004 was restated by *Ad Age*.

**Top Executive:** Andy Fletcher, pres & CEO

**Headquarters:** Fletcher Martin / 303 Peachtree Center Ave., Ste. 625, Atlanta, Ga. 30303 / Phone: (404) 221-1188 / Fax: (404) 223-1136 / URL: www.fletchermartin.com

### Kirshenbaum Bond Creative Network\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$47.4	\$45.0	5.3
Employees	2005	2004	% chg
U.S. ....	.230	NA	NA
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Kirshenbaum Bond Creative Network, founded in 1987, is 60% owned by MDC Partners, which has an option to buy up to 100% of the shop through 2008. KBP has offices in New York and San Francisco, and operates interactive unit Dotglu, PR agency Lime, and media specialist shop Media Kitchen. Media Kitchen accounts for an estimated \$10 million in revenue that is not included in the KB&P total. Returns shown for KBP include all its operations for both years. In 2006, KBP started WhiteSpace, specializing in marketing strategy. KBP execs Joe Doucet, a partner, and two managing partners, Aaron Reitkopf and Domenico Vitale, head the unit. In March 2006, Lime bought Jericho Communications, New York. KBP's former managing director Nigel Carr, let go from KBP's San Francisco office in 2004, in November 2005 became a group planning director at Ogilvy & Mather, New York.

**Top Executive:** Jon Bond, co-chmn; Richard Kirshenbaum, co-chmn

**Headquarters:** Kirshenbaum Bond Creative Network / 160 Varick St., 4th Fl., New York, N.Y. 10013 / Phone: (212) 633-0080 / Fax: (212) 463-8643 / URL: www.kb.com

# Special Report AGENCY PROFILES SUPPLEMENT

## Mackenzie

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$5.1	\$4.3	19.3
Employees	2005	2004	% chg
U.S. ....	28	26	7.7
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Mackenzie is a marketing strategy and communications agency. Founded in 1997 as Mackenzie Marketing, became part of MDC in 2000. It dropped "Marketing" from its moniker in 2005, added PR capabilities and remodeled the agency by knocking down the walls and removing the doors, adding building materials like plywood, industrial felt, cork and perforated metals.

**Top Executive:** Andrew Mackenzie, pres & CEO

**Headquarters:** Mackenzie / 505 N. Hwy. 169, Waterford Park, Ste. 350, Minneapolis, Minn. 55441 / Phone: (763) 417-7300 / Fax: (763) 417-7301 / URL: www.mackenziemarketing.com

## Margeotes Fertitta Powell\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$37.3	\$34.0	9.8
Employees	2005	2004	% chg
U.S. ....	120	108	11.1
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Margeotes, a traditional agency founded in 1973, dropped Partners from its title in mid-2005 when its parent MDC Partners bought Powell Communications, a New York boutique, and merged it into the shop, now named Margeotes Fertitta Powell. Neil Powell, founder of Powell, is chief creative officer. Prior to founding Powell he worked nine years at Fallon Worldwide in Minneapolis and New York. Powell adds to Margeotes list of services design, nontraditional and multicultural marketing. In January 2006, George Fertitta became chairman and his CEO post and day-to-day running of the shop was assumed by Michael Kantrow who had become president in 2005, moving over from head of client services at Euro RSCG. Lisa Fabiano became managing director, a new post, in February 2006. She previously was executive VP, general manager at Euro RSCG Worldwide, New York. MDC boosted its share in the agency from about 80% to 95% in 2006. Ad Age restated Margeotes' estimated revenue for 2004.

**Top Executive:** Michael Kantrow, pres & CEO

**Headquarters:** Margeotes Fertitta Powell / 411 Lafayette St., 6th Fl., New York, N.Y. 10003 / Phone: (212) 460-0490 / Fax: (212) 475-3932 / URL: www.mfpnewyork.com

## Mono\*

### Agency totals

Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Mono was founded in February 2004 by ex-Carmichael Lynch executive James Scott, and two former Fallon staffers, Michael Hart and Chris Lange. Among the agency's accounts include USA Network, Sesame Workshop, Custom Chrome (aftermarket marketer of Harley-Davidson products), and Airstream, the motorhome marketer.

**Top Executive:** James Scott, mg ptr & co-founder

**Headquarters:** Mono / 2902 Garfield Ave. S, Minneapolis, Minn. 55408 / Phone: (612) 822-4135 / Fax: (612) 822-4136 / URL: www.mono-1.com

## VitroRobertson\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$3.8	\$3.7	2.7

**Notes:** VitroRobertson, 68% owned by MDC, is a traditional agency whose clients list includes Kyocera Wireless, Yamaha WaterCraft, Baskin-Robbins and Cobra Golf. MDC has an option to gain full ownership by the end of 2011.

**Top Executive:** John Vitro, ptr & co-creative dir; John Robertson, ptr & co-creative dir

**Headquarters:** VitroRobertson / 625 Broadway, 4th Fl., San Diego, Calif. 92101-5403 / Phone: (619) 234-0408 / Fax: (619) 234-4015 / URL: www.vitrorobertson.com

## INTEGRATED MARKETING AGENCIES

### Accent Marketing Services

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$67.3	\$59.7	12.7
Employees	2005	2004	% chg
Worldwide .....	1,904	1,805	5.5
U.S. ....	1,900	1,803	5.4
Non-U.S. ....	4	2	100.0
Offices	2005	2004	% chg
Worldwide .....	10	11	-9.1
U.S. ....	8	9	-11.1
Non-U.S. ....	2	2	0.0

**Notes:** Accent Marketing Services, 89.4% owned by MDC, is an integrated marketing agency involved in CRM. Accent Marketing moved from Louisville across the river to Jeffersonville, Ind., at the end of 2003, and folded Aftermarket Services, a direct-marketing subsidiary, into the parent company. Accent Marketing largely is a customer services company handling in-bound customer services by offering back-in support for clients like Sprint, among the clients for which it manages loyalty projects, retention efforts and customer billings queries.

**Top Executive:** Kevin Foley, pres

**Headquarters:** Accent Marketing Services / 400 Missouri Ave., Ste. 107, Jeffersonville, Ind. 47130 / Phone: (812) 206-6200 / Fax: (812) 206-6201 / URL: www.accentonline.com

## Henderson Bas

**Notes:** Henderson Bas is an interactive agency with a direct marketing component. In April 2002 it consolidated its operations into its Toronto office, eliminating its Portland, Ore. shop. It is 65% owned by MDC, which has an option to increase that percentage to 100% by the end of 2007.

**Top Executive:** Dawna Henderson, pres & mg ptr

**Headquarters:** Henderson Bas / 479 Wellington St. W., Toronto, Ont., Canada M5V 1E7 / Phone: (416) 977-6660 / Fax: (416) 977-2226 / URL: www.theniceagency.com

## Source Marketing\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$15.0	\$11.8	27.1
Employees	2005	2004	% chg
U.S. ....	42	31	35.5
Offices	2005	2004	% chg
U.S. ....	2	1	100.0



# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Source Marketing is an integrated marketing agency specializing in trade marketing, local and field programming and trade/co-marketing among its promotional services. Source Marketing is 87.7% owned by MDC Partners. The agency opened an office in San Francisco in early 2006. *Ad Age* restated estimates for 2004.

**Top Executive:** Derek Correia, CEO

**Headquarters:** Source Marketing / 15 Ketchum St., Westport, Conn. 06880 / Phone: (203) 291-4000 / Fax: (203) 291-4011 / URL: www.source-marketing.com

## TargetCom

### Agency totals

Employees	2005	2004	% chg
U.S. ....	25	20	25.0
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** TargetCom is an integrated marketing agency specializing in direct marketing. It became part of MDC in 2000 and is fully-owned by MDC.

**Top Executive:** Nora Liguorotis, pres

**Headquarters:** TargetCom / 444 N. Michigan Ave., 27th Fl., Chicago, Ill. 60611 / Phone: (312) 822-1100 / Fax: (312) 822-9628 / URL: www.targetcom.com

## MEDIA SPECIALIST AGENCIES

### Media Kitchen

#### Agency totals

Billings (\$ in millions)	2005	2004	% chg
U.S. ....	\$568.6	\$540.0	5.3

**Notes:** Media Kitchen began as the unbundled media unit of Kirshenbaum Bond but is increasingly becoming a media-neutral company involved in brand strategy. Barry Lowenthal became managing partner and president of Media Kitchen in January 2006, replacing Paul Woolmington. Mr. Woolmington left in December 2005 to co-run the new agency, Naked in New York, with M.T. Carney. Mr. Lowenthal had previously been media director of Bartle Bogle Hegarty. Billings are *Ad Age* estimates.

**Top Executive:** Barry Lowenthal, mg ptrn & pres

**Headquarters:** Media Kitchen / 160 Varrick St., 4th Fl., New York, N.Y. 10013 / Phone: (646) 336-9400 / Fax: (646) 336-6627 / URL: www.mediakitchen.tv

## 27 Media Consulta

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$152.2	NA	NA
Employees	2005	2004	% chg
Worldwide .....	500	NA	NA
Offices	2005	2004	% chg
Worldwide .....	32	NA	NA
U.S. ....	1	NA	NA
Non-U.S. ....	31	NA	NA

**Notes:** Media Consulta (MC), Berlin, founded in 1993, is one of Germany's largest independent and fastest growing agencies, with a European network of offices in the 25 EU countries as well as Russia, Romania, Bulgaria, Croatia and Turkey, and an office in New York. Some 70% of MC's work is public relations and event marketing, including youth, music and sports marketing, corporate communica-

tions and online PR; 30% is traditional advertising, media buying and TV production. CEO Harald Zulauf, 46, owns 24.9% of the shares. The network employs over 500 in Europe. MC's clients include political institutions (European Commission, United Nations), sports (ATP Tour, International Tennis Federation), business and media. Their largest international clients include discounter Lidl, Vodafone, Bausch & Lomb and Dunlop. Earlier this year the European Commission awarding MC the business of creating a radio and TV broadcast aimed at Belarus, taking the form of a daily one-hour program of independent news and information.

**Top executive:** Harald Zulauf, mg dir & CEO

**Headquarters:** Media Consulta/Wassergasse 3, Berlin, Germany 10179 / Phone: 49-30-6-5000-0 / Fax: 49-30-6-5000-350 / URL: www.media-consulta.com

## TRADITIONAL AGENCIES

### Media Consulta USA

**Top Executive:** Walter G. Maerz,

**Headquarters:** Media Consulta USA / 151-07 84th St., New York, N.Y. 11432

## 16 Media Square\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$215.0	NA	NA
Employees	2005	2004	% chg
Worldwide .....	1,700	NA	NA

**Notes:** Media Square, founded in 2000 to tap into the then booming e-market, made its big move into the broader marketing communications field in November 2005 by buying 17 marketing communications, advertising, research, on-line and marketing services businesses from Huntsworth, all previously owned by advertising organization Incepta Group prior to its acquisition early in 2005 by Huntsworth. Of the 17 companies, only one, Holmes & Marchant, was not previously owned by Incepta. One Incepta agency not part of the Media Square deal was Citigate Sard Verbinen, New York, which Huntsworth kept out of the transaction only to sell it back to CSV management in February 2006. In its early years, Media Square found its dot.com strategy not working and restructured the business in 2002 to implement a new growth strategy centered on acquiring marketing communications and retail marketing services. Acquisitions followed in those areas, including its buyout in 2004 of Coutts Holdings, a retail marketing communications operation. Media Square says the Huntsworth acquisition, which occurred just after its fiscal year closed in October 31, 2005, makes Media Square a \$363 million in turnover company versus its current \$111 million. The figures listed are *Ad Age* estimates. Media Square, which reported pre-acquisition revenue of \$67.8 million in 2005 vs. \$25.7 million in 2004, is changing its fiscal year end to February 28, and will therefore report 16 month results in June. Its headcount was 650 in 2005, but the addition of the Huntsworth properties should swell that to 1,700, says the company.

**Top executive:** Kelvin MacKenzie, chmn

**Headquarters:** Media Square/14 Welbeck St., London, United Kingdom W1G 9XU / Phone: 44-20-7908-2850 / Fax: 44-20-7908-2858 / URL: www.mediasquare.co.uk

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

## TRADITIONAL AGENCIES

### The Gate

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$26.5	NA	NA
U.S.	\$7.1	\$4.3	62.7
Non-U.S.	\$19.4	NA	NA
Employees	2005	2004	% chg
Worldwide	170	NA	NA
U.S.	45	25	80.0
Non-U.S.	125	NA	NA
Offices	2005	2004	% chg
Worldwide	9	NA	NA
U.S.	1	1	0.0
Non-U.S.	8	NA	NA

**Notes:** The Gate is a financial and corporate advertising agency, part of the network formerly called Citigate Albert Frank. In addition to the New York office, The Gate Worldwide has shops in London, Hong Kong, Shanghai, Singapore and South Africa.

**Top Executive:** Beau Fraser, mg dir

**Headquarters:** The Gate / 850 Third Ave., 11th Fl., New York, N.Y. 10022 / Phone: (212) 508-3400 / Fax: (212) 508-3447 / URL: www.thegateworldwide.com

### 38 Merkle

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$108.0	\$78.7	37.2
Employees	2005	2004	% chg
U.S.	815	676	20.6
Offices	2005	2004	% chg
U.S.	11	4	175.0

**Notes:** Privately-held Merkle, founded in 1971, specializes in database marketing services from offices in Lanham, Md., its headquarters, and Atlanta, Boston, Denver, Philadelphia and Seattle. The agency has been expanding rapidly, opening its Boston office in August 2005, and offices in Atlanta, Denver and Philadelphia within the past two years. In December 2005, Merkle acquired Denver-based Quris, a full-service email marketing agency that was majority-owned by Charles Schwab Corp. Quris offers email marketing solutions to help companies create long-term personal relationships with their customers. Quris employs 50. In October, Merkle purchased Seattle-based direct-response fundraising agency Domain Group. The 85-person Domain Group, which continues to operate from Seattle and Atlanta under the same leadership, is now part of Merkle's agency group, which provides services that support the strategic implementation of direct-response programs to nonprofit and financial services institutions. The agency group has an annualized combined revenue of more than \$70 million and more than 200 employees. Merkle in 2006 anticipates overall revenue of \$150 million, up about 39% from 2005. Merkle's clients span a variety of industries, including financial, insurance, catalog/retail, and fundraising. Services and solutions include strategic marketing and consulting, business intelligence and analytics, development and maintenance of marketing knowledge centers, data products, and direct mail production and processing services.

**Top executive:** David Williams, pres & CEO

**Headquarters:** Merkle/8400 Corporate Dr, Lanham, Md. 20785/Phone: (301) 459-9700/Fax: (301) 429-2860/URL: www.merklenet.com

## 22 Monster Worldwide

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$168.6	\$162.2	4.0
U.S.	\$85.3	\$75.8	12.5
Non-U.S.	\$83.4	\$86.5	-3.6

**Notes:** Monster Worldwide, founded in 1967 and known as TMP Worldwide until its name change in May 2003, is a global provider of what it calls "career solutions," which includes the dot-com job site, monster.com, and TMP Worldwide, a recruitment agency. Monster Worldwide sold off its Yellow Pages unit in 2005, leaving TMP as its sole marketing services property. The TMP numbers are used to rank Monster in this report. Ad Age includes revenue from non-advertising units in a marketing organizations total only if those units represent less than half the company total, otherwise only the marketing services tallies are counted. Monster Worldwide's total revenue of \$986.9 million in 2005, up 30.5%, is 83% monster.com, which is not an agency. Monster Worldwide had even stronger growth in net income, at \$107.4 million, up 47%. The disposed properties included the YP business in North America and Japan and Monster's online relocation business. Monster Worldwide reclassified those disposed businesses as discontinued operations for 2005 and 2004 reporting periods. These divestitures allow Monster to focus entirely on its recruitment business. Acquisitions also show this to be the case: In October 2005, Monster acquired JobKorea (www.jobkorea.co.kr), the largest online recruitment website in South Korea serving more than three million registered users, and in February 2005, Monster acquired Emailjob.com, an online recruiter in France, from trade show organizer Reed Expositions France. In 2006, William M. Pastore added president to his COO title at Monster Worldwide. Based in monster.com's headquarters in Maynard, Mass., he continues to have primary responsibility for company operations and oversees strategic and tactical execution in North America, Europe and Asia. Last September, Monster named senior executive Steve Pogorzelski to the newly created position of group president, international, responsible for business activities in Europe and Asia Pacific, operations totaling about one quarter of company revenue. Total revenue shown in the U.S. column is actually North America.

**Top executive:** Andrew J. McKelvey, chmn & CEO

**Headquarters:** Monster Worldwide / 622 Third Ave., 39th Fl., New York, N.Y. 10017 / Phone: (212) 351-7000 / Fax: (646) 658-0541 / URL: www.monsterworldwide.com

## INTEGRATED MARKETING AGENCIES

### TMP Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$168.6	\$162.2	4.0
U.S.	\$85.3	\$75.8	12.5
Non-U.S.	\$83.4	\$86.5	-3.6
Offices	2005	2004	% chg
Worldwide	23	NA	NA

**Notes:** TMP Worldwide is the advertising and communications segment of Monster Worldwide. The recruitment advertiser's operations encompass both Internet and traditional advertising. Monster's marketing services operations downsized in 2005 when the parent sold off

# Special Report AGENCY PROFILES SUPPLEMENT

in June 2005 Directional Marketing, a Yellow Pages unit. Directional Marketing and TMP previously represented Monster's marketing services totals in this report. Monster treated the disposition as discontinued operations for both 2005 and 2004, thus leading to a restatement of returns for 2004. In 2004, for example, marketing services (including Yellow Pages) generated \$251.6 million revenue worldwide vs. the \$168.6 million revenue restated for that period in the parent's 2005 fiscal reporting. In March 2006, Monster Worldwide sold TMP businesses in Australia/New Zealand and Singapore in two separate transactions. The sales of these businesses were the result of the company's ongoing assessment of its operations to support the growth of the Monster franchise in local and international markets. Along with these dispositions, Monster Worldwide closed its TMP office in Hong Kong. Total revenue shown in the U.S. column is actually North America.

**Top Executive:** Andrew J. McKelvey, chmn & CEO  
**Headquarters:** TMP Worldwide / 205 Hudson St., 5th Fl., New York, N.Y. 10013 / Phone: (646) 613-2000 / Fax: (646) 613-0649 / URL: www.tmp.com

## 30 Mosaic Sales Solutions

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$146.1	\$134.7	8.5
U.S.	\$107.1	\$104.0	3.0
Non-U.S.	\$39.0	\$30.7	26.9
Employees	2005	2004	% chg
Worldwide	2,734	1,341	103.9
U.S.	2,172	839	158.9
Non-U.S.	562	502	12.0
Offices	2005	2004	% chg
Worldwide	4	4	0.0
U.S.	2	2	0.0
Non-U.S.	2	2	0.0

**Notes:** Mosaic Sales Solutions is a field sales and marketing company that works in both consumer and B2B environments in merchandising, selling, training and demonstration services. In early 2005, Mosaic acquired Channel Source, an Atlanta-based retail service company that serves the cosmetics industry. Mosaic consolidated and moved Channel Source operations to Dallas, while retaining its 400 representatives nationally. Mosaic was founded by Barney Finn, ad editor for *Life* magazine, in New York in 1947 as The Merchandising Group (TMG). In the 1980s, it entered the technology channel, always working for the manufacturer. It began serving retailers as customers in 2000 when it gained the Toys-R-Us business. In 2002, Mosaic merged with Sales and Marketing Group (S&MG), with Mosaic the surviving name, and in 2003, JLL Partners, a private equity firm, purchased the Mosaic division after the company had entered bankruptcy proceedings. Jim Rose became CEO in late 2004, moving to Mosaic from CEO at Havas' MPG North America.

**Top executive:** Jim Rose, CEO  
**Headquarters:** Mosaic Sales Solutions/ 6051 N. State Hwy. 161, Ste. 100, Irving, Texas 75038 / Phone: (972) 870-4800 / Fax: (972) 870-4845 / URL: www.mosaic.com

## 1 Omnicom Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$10,481.1	\$9,747.2	7.5
U.S.	\$5,743.9	\$5,223.4	10.0
Non-U.S.	\$4,737.2	\$4,523.8	4.7

**Notes:** Omnicom Group includes three agency networks: BBDO Worldwide, DDB Worldwide Communications and TBWA Worldwide and a host of independent agencies that reside in its Diversified Agencies Services sector. These DAS shops are broadly categorized as PR, CRM and specialty shops. Omnicom also owns media-services companies OMD Worldwide and PHD. Omnicom actually grew more in its advertising & media segment (up 9.1% for 43.8% of revenue) than in its other categories, unusual for a marketing communications holding company in which marketing services are in the ascendancy. John Wren, chairman-CEO, noted in a conference call with analysts at mid-year Omnicom was seeking acquisitions in customer-relationship management (CRM), and noted Omnicom was searching for Asian acquisitions. The company at the time had compiled a list of 10 acquisition targets in Asia, although Mr. Wren noted prices were too high, the result of private equity money invading the ad market. Those controlling the private equity funds are betting they can flip their acquisition at a premium, he implied. The U.S. proved the company's strongest market, up 10%, while accounting for 55% of its revenue, up from 53.6%. Some of that U.S. growth had to do with acquisitions. Omnicom acquired 13 agencies in 2005. In the fourth quarter those included: Beanstalk, a brand licensing agency with offices in New York and London; ipsh!, a mobile phone marketing agency formed in 2001, now part of Marketing Arm; Marketing Partners, a promo agency serving primarily packaged goods industry, founded in 1987 and now part of Alcone Marketing Group, Irvine, Calif.; Myalo, a search engine marketing agency in Chicago, now part of Omnicom Media Group; Shockwaved, a Copenhagen-based digital marketing agency specializing in CRM, now part of TBWA Interactive; The Works, a London-based sponsorship and experiential event consultancy involved in the sports, music, film and fashion industries, now part of Radiate Group of Cos. In the third quarter, Omnicom acquired: Atkins & Associates, a PR company involved in the life science industry, and now part of Porter Novelli, New York; Event Marketing, a New York-based event promo agency, now part of Integer Group, Lakewood, Colo.; Luntz Maslansky Strategic Research, a research company based in Alexandria, Va.; MDG Development Group, a Chester, N.J.-based medical education consultancy, now part of Harrison & Star Business Group, New York; Smartfusion, London, an experiential marketing agency using specialist technology and wireless communications, now part of Radiate. In the second quarter: Zimmerman Agency, Tallahassee-based traditional agency specializing in hospitality and tourism, now aligned with Zimmerman & Partners Advertising, Fort Lauderdale, Fla. In the first quarter: SportsMark, a San Francisco agency involved in sports event marketing. Then in mid-March 2006 Omnicom acquired a majority stake in Unisono Fieldmarketing, a Beijing point-of-purchase agency with offices in 25 cities in China. Moving out of Diversified Agency Services in May 2005 were Organic, Rapp Collins and Agency.com. Omnicom partnered them with BBDO, DDB and TBWA, respectively. The units continue to be branded. The idea behind the multidisciplinary move is to increase coordination and collaboration in general media, CRM and interactive, according to Mr. Wren. Additionally, partnering with multinational agency networks sets up the former DAS units to become global players, may increase the amount of business from mar-

# Special Report AGENCY PROFILES SUPPLEMENT

eters and is expected to fortify the networks in making global pitches often contested at the non-operational level by marketing organizations such as WPP. Omnicom pitches at the operating level. Indeed, Omnicom the end of August wrested away from Interpublic the Bank of America account valued at about \$600 million in billings, equivalent to about \$60 million to \$65 million in revenue. Sixteen of Interpublic's agencies worked on the account won by Omnicom. Former Interpublic CMO Bruce Nelson was hired by Omnicom as vice chairman in early March 2006. Mr. Nelson supervised the \$600 million Bank of America account at Interpublic. Mr. Nelson had resigned from Interpublic when the account went into review. Serge Dumont in January became senior vice president at Omnicom and president Asia-Pacific, a new position. Mr. Dumont, who has worked many years as a consultant in the region, was hired to help Omnicom expand in Asia, particularly in China.

**Top executive:** Bruce Crawford, chmn; Peter Mead, vice chmn  
**Headquarters:** Omnicom Group/437 Madison Ave., New York, N.Y. 10022 / Phone: (212) 415-3600 / Fax: (212) 415-3530 / URL: www.omnicomgroup.com

## TRADITIONAL AGENCIES

### Omnicom Advertising Agencies\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$3,880.4	\$3,535.7	9.7
U.S.	\$1,107.3	\$991.6	11.7
Non-U.S.	\$2,773.1	\$2,544.1	9.0

**Notes:** Omnicom Advertising Agencies is an *Ad Age* construct and represents the estimated totals of Omnicom's traditional advertising operations.

### Arnell Group\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$22.2	\$21.3	4.2

**Notes:** Arnell Group is involved in brand identification whether renovating retail space or designing corporate logos, mostly aimed at young, multicultural and/or gay consumers. Arnell Group had dropped its name from the AG Worldwide moniker several years ago when Interpublic Group of Cos.' Draft purchased a controlling 55% of the agency. It reverted back to Arnell Group in 2001 following its buyback from Draft and subsequent sale to Omnicom.

**Top Executive:** Peter Arnell, chmn & chief creative officer  
**Headquarters:** Arnell Group / 130 Prince St., 5th Fl., New York, N.Y. 10012 / Phone: (212) 219-8400 / Fax: (212) 334-0975 / URL: www.arnellgroup.com

### BBDO Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,295.7	\$1,165.6	11.2
U.S.	\$281.2	\$249.5	12.7
Non-U.S.	\$1,014.5	\$916.1	10.7
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	17,000	17,000	0.0

Offices	2005	2004	% chg
Worldwide	316	309	2.3
U.S.	9	NA	NA
Non-U.S.	307	NA	NA

**Notes:** BBDO Worldwide in this report includes the advertising units of BBDO in the U.S. and the international BBDO network. BBDO identifies its network as also including atmosphereBBDO (interactive), Proximity (sales promotion), Targetbase (direct and CRM), Organic (interactive) and BBDO Detroit (CRM), the former BBDO Detroit CRM. *Ad Age* ranks separately disciplines such as interactive, sales promotion and direct or CRM. BBDO in January 2006 named Gerry Frascione CEO of North American operations, advancing him from president & CEO of BBDO Canada. The North American unit includes the U.S., Canada, Mexico and Puerto Rico. He succeeded Andrew Robertson, who became CEO of BBDO Worldwide in June of 2004 but had retained those duties given Mr. Frascione. It has been reported that Mr. Frascione would seek marketing strategies for first-generation U.S. Hispanics by working closely with Mexico and Puerto Rico agencies of BBDO. Also for the North American unit, Jeff Mordos became chief operating officer in January 2006, moving from that same position at BBDO New York, a title and duties he also retains. CMO for North America, Mark Goldstein, was promoted to vice chairman in February 2006. He had moved over from Lowe Worldwide, New York, in March 2005. Chris Thomas was named chairman-CEO of BBDO Asia in November 2005. Previously he was CEO of Proximity, based in London. He is now responsible for BBDO and Proximity agencies across Asia. Among U.S. moves, Peter Sherman became managing director of BBDO West, taking over for Tom Hollerbach, former president of BBDO West Coast, who left at midyear 2005. BBDO Chicago became Energy BBDO to distinguish it from the agency's flagship New York office. The Chicago office remains under Tonise Paul, president-CEO. BBDO Detroit CRM became BBDO Detroit and was placed under David Lubars, creative director at the New York headquarters. Detroit offers assistance in BBDO Worldwide pitches and New York is doing creative on some of the DaimlerChrysler brands serviced largely by the Detroit office.

**Top Executive:** Andrew Robertson, pres & CEO-WW  
**Headquarters:** BBDO Worldwide / 1285 Ave. of the Americas, New York, N.Y. 10019 / Phone: (212) 459-5000 / Fax: (212) 459-6645 / URL: www.bbdo.com

### Bernard Hodes Group\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$39.5	\$38.4	2.9
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
Worldwide	80	80	0.0
U.S.	15	15	0.0
Non-U.S.	65	65	0.0

**Notes:** Bernard Hodes is a worldwide recruitment communications network with 80 offices in 28 countries. The network grew out of the agency Bernard Hodes, founded in 1970 in New York.

**Top Executives:** Alan Schwartz, pres & CEO; Joseph Fortunato, exec VP & CFO  
**Headquarters:** Bernard Hodes Group / 220 E. 42nd St., 14th Fl., New York, N.Y. 10017 / Phone: (212) 999-9316 / Fax: (212) 999-9484 / URL: www.hodes.com

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

## DDB Worldwide Communications\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,190.6	\$1,090.2	9.2
U.S.	\$267.2	\$235.5	13.5
Non-U.S.	\$923.4	\$854.7	8.0
Offices	2005	2004	% chg
Worldwide	206	206	0.0
U.S.	9	9	0.0
Non-U.S.	197	197	0.0

**Notes:** DDB Worldwide is one of Omnicom Group's three major international agency networks. It includes the U.S. brand of DDB-named shops and the DDB global network. The U.S. brand includes digital division Tribal DDB, Spike DDB (49% owned), Worldwide Marketing (Colombian coffee), Elgin DDB in Seattle, and DDB Dallas Group. Tribal DDB is broken out separately in this report because it is an interactive specialty, and non-advertising and media disciplines are not included in advertising totals. During 2005, the agency underwent numerous management changes: Ken Kaess, worldwide president & CEO, died of cancer in March 2006. He had gone on medical leave in November 2005 and returned in February before suffering a setback. The 51-year-old Mr. Kaess spent 19 years at DDB. Chuck Brymer, 46, group chairman and group CEO of Omnicom's global brand and design consultancy, Interbrand, succeeded Mr. Kaess as worldwide president and CEO in April, and at the same time, worldwide chief creative officer, Bob Scarpelli, became worldwide chairman succeeding Keith Reinhard. Mr. Reinhard is now chairman emeritus. Hervé Brossard in October 2005 became DDB's chief client officer worldwide, a position in which he works with DDB's dozen or more global business directors to expand client services while working with senior client execs and prospective clients. He previously was chairman & CEO of DDB France. Peter Hempel became president of DDB New York, replacing Bob Kuperman, who retired in early 2005. Mr. Hempel had been managing director. Michael Folino became chief creative office at DDB Chicago in December 2005, moving over from the chief operating officer at Dailey & Associates. He oversees creative on McDonald's and Anheuser-Busch, among other accounts. The post became vacant in March when Bob Scarpelli (who oversaw Chicago creative) became worldwide chief creative officer. One that got away was Lori Senecal. Although hired in November 2005 to the new post of global chief marketing officer, Ms. Senecal left this February to return to McCann Worldgroup. She previously was director of account management at McCann Erickson, New York.

**Top Executives:** Chuck Brymer, WW pres & CEO; Bob Scarpelli, WW chmn & chief creative officer

**Headquarters:** DDB Worldwide Communications / 437 Madison Ave., New York, N.Y. 10022 / Phone: (212) 415-2000 / Fax: (212) 415-3550 / URL: www.ddb.com

## Del Rivero Messianu DDB\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$12.6	\$12.6	0.1
Employees	2005	2004	% chg
U.S.	60	63	-4.8
Offices	2005	2004	% chg
U.S.	3	3	0.0

**Notes:** DRM/DDB, an Hispanic agency, partnered with DDB in Los Angeles in 2004 to open DRM/DDB Los Angeles with a focus on advertising, Internet and direct marketing. The new office is being run by Andres Munoz. The agency won the Hyundai Hispanic account in 2005

and is handling the business out of the Venice, Calif., office. Del Rivero, which also has a service office in Chicago, was purchased by DDB in early 2001.

**Top Executives:** Eduardo del Rivero, pres & CEO; Luis Miguel Messianu, chief creative officer

**Headquarters:** Del Rivero Messianu DDB / 770 S. Dixie Hwy., Ste. 109, Coral Gables, Fla. 33146 / Phone: (305) 666-2101 / Fax: (305) 662-8043 / URL: www.drmddb.com

## Della Femina, Rothschild, Jeary & Partners

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$18.5	\$17.6	5.1
Employees	2005	2004	% chg
U.S.	53	55	-3.6
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** DFRJ&P is a traditional agency. DFRJ&P is 49% owned by Omnicom. The shop also is the North American representative of Interpartners, the independent agency network.

**Top Executives:** Jerry Della Femina, chmn & CEO; James Tenny, pres & chief operating officer

**Headquarters:** Della Femina, Rothschild, Jeary & Partners / 902 Broadway, New York, N.Y. 10010 / Phone: (212) 506-0700 / Fax: (212) 506-0755 / URL: www.dfjp.com

## Dieste, Harmel & Partners\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$35.0	\$31.0	12.9
Employees	2005	2004	% chg
U.S.	219	201	9.0
Offices	2005	2004	% chg
U.S.	4	4	0.0

**Notes:** Dieste, Harmel & Partners, founded in 1995, is an Hispanic ad agency that also has segments in direct response, promotion and events. DH&P became part of Omnicom in 2001 where it is part of DAS. DH&P, based in Dallas, has offices in Irvine, Calif., San Francisco and New York.

**Top Executives:** Tony Dieste, CEO; Warren Harmel, pres

**Headquarters:** Dieste, Harmel & Partners / 3102 Oak Lawn, Ste. 109, Dallas, Texas 75219 / Phone: (214) 800-3500 / Fax: (214) 800-3540 / URL: www.diesteharmel.com

## Doremus\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$30.5	\$29.9	2.0
U.S.	\$24.5	\$24.0	2.1
Non-U.S.	\$6.0	\$5.9	1.7
Offices	2005	2004	% chg
Worldwide	5	5	0.0
U.S.	2	2	0.0
Non-U.S.	3	3	0.0

**Notes:** Doremus, which split off from Dow Jones & Co. in 1991, is a business-to-business network of shops in New York, San Francisco, London, Frankfurt and Hong Kong.

An asterisk (\*) indicates figures are Ad Age estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

**Top Executives:** Carl Anderson, pres & CEO; Howard Sherman, mg dir  
**Headquarters:** Doremus & Co. / 200 Varick St., 11th Fl., New York, N.Y. 10014 / Phone: (212) 366-3000 / Fax: (212) 366-3060 / URL: www.doremus.com

## Downtown Partners\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$5.5	NA	NA
Employees	2005	2004	% chg
U.S.	.22	NA	NA
Offices	2005	2004	% chg
U.S.	.1	1	0.0

**Notes:** Downtown Partners, Chicago, was founded in 2004 as an offshoot of DDB Chicago. It remains autonomous within Omnicom and is distinct from Omnicom's Toronto shop of the same name. Partners heading the agency are Ray Gillette, former DDB Chicago president, and Jim Schmidt, former chief creative officer of Euro/RSCG Chicago.

**Top Executives:** Ray Gillette, ptrn; Jim Schmidt, ptrn  
**Headquarters:** Downtown Partners / 200 E. Randolph Dr., 47th Fl., Chicago, Ill. 60601 / Phone: 312 552 5800 / Fax: / URL: www.downtownpartners.com

## Element 79 Partners\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$41.2	\$30.7	34.2
Employees	2005	2004	% chg
U.S.	.185	144	28.5
Offices	2005	2004	% chg
U.S.	.1	1	0.0

**Notes:** Element 79 Partners was founded by DDB Worldwide in 2002 to handle Quaker Oats shortly after PepsiCo bought the Chicago-based food and beverage marketer in September 2001. The Quaker business had been held by FCB. Omnicom owns 80% of the unit. The unusual agency name is a reference to the atomic element "gold" on the Periodic Tables.

**Top Executive:** Brian Williams, pres & CEO  
**Headquarters:** Element 79 Partners / 200 E. Randolph St., Ste. 3300, Chicago, Ill. 60601 / Phone: (312) 233-8100 / Fax: (312) 233-8290 / URL: www.element79.com

## Footsteps\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$2.1	\$2.0	5.0
Offices	2005	2004	% chg
U.S.	.1	1	0.0

**Notes:** Footsteps was formed in January 2000 as an African-American agency headed by Verdia Johnson, formerly of Stedman Graham & Partners, and Alvin Gay, formerly of UniWorld. It now specializes in multicultural marketing, including African-American, Hispanic, Asian-American and gay and lesbian marketing. Omnicom owns 49% of the shop.

**Top Executives:** Alvin Gay, ptrn; Verdia Johnson, ptrn  
**Headquarters:** Footsteps / 200 Varick St., Ste. 610, New York, N.Y. 10014 / Phone: (212) 924-6432 / Fax: (212) 924-5669 / URL: www.footstepsgroup.com

## GMMB\*

**Agency totals**

Offices	2005	2004	% chg
U.S.	3	3	0.0

**Notes:** GMMB began in 1983 as a Democratic political consulting firm. While it remains entrenched in candidate and referendum campaigns, the company has evolved into a full-service advertising and communications agency. It is a unit of Fleishman-Hillard, Omnicom's largest PR operation.

**Top Executive:** David Mitchell, ptrn  
**Headquarters:** GMMB / 1010 Wisconsin Ave. NW, Ste. 800, Washington, D.C. 20007 / Phone: (202) 338-8700 / Fax: (202) 338-2334 / URL: www.gmmmb.com

## Goodby, Silverstein & Partners\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$43.2	\$40.8	5.9
Employees	2005	2004	% chg
U.S.	.361	315	14.6
Offices	2005	2004	% chg
U.S.	.6	6	0.0

**Notes:** Goodby, Silverstein is a traditional agency owned by Omnicom. Derek Robson in October 2005 was hired to be full agency partner and co-manager of the agency with Robert Riccardi, previously director of account management. Mr. Robson was general manager of BBH London prior to the Goodby post. Colin Probert, president, known as the agency's "psychoanalyst" retires in late 2006. Early this year, Goodby hired Guy Seese, executive CD at Cole & Weber United, to be its creative director on its Saturn and Motorola accounts.

**Top Executives:** Jeff Goodby, co-chmn, founder & creative dir; Rich Silverstein, co-chmn, founder & creative dir  
**Headquarters:** Goodby, Silverstein & Partners / 720 California St., San Francisco, Calif. 94108 / Phone: 415-392-0669 / Fax: (415) 955-6296 / URL: www.goodbysilverstein.com

## GSD&M\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$110.0	\$100.0	10.0
Employees	2005	2004	% chg
U.S.	.778	674	15.4
Offices	2005	2004	% chg
U.S.	.2	2	0.0

**Notes:** GSD&M is a traditional agency. It was founded in 1971 by six students just graduated from the University of Texas. Based in Austin, Texas, the agency has a media office in Chicago. GSD&M, whose biggest client SBC Communications adopted the name of AT&T not long after it acquired AT&T in November 2005, joined agency Rodgers Townsend in a \$500 million ad effort to rebrand SBC as AT&T beginning earlier this year. GSD&M also got a boost at the end of the year in winning the BMW North American media buying and planning account.

**Top Executive:** Roy Spence, founder & pres  
**Headquarters:** GSD&M / 828 W. Sixth St., Austin, Texas 78703 / Phone: (512) 242-4736 / Fax: (512) 242-4700 / URL: www.gsdm.com

An asterisk (\*) indicates figures are Ad Age estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

## Impact/BBDO

### Agency totals

Offices	2005	2004	% chg
Non-U.S. ....	6	NA	NA

**Notes:** Impact/BBDO is Middle East network owned 44% by BBDO Worldwide. Its ad centers are in Beirut, Kuwait, Dubai, Jeddah, Riyadh and Cairo.

**Top Executive:** Alain P.S. Khouri, group chmn & CEO

**Headquarters:** Impact/BBDO / Emirates Towers, 17th Fl./Shiekh Zayed Rd./P.O. 19791, Dubai, U. A. E., / Phone: 971-4-330-4010 / Fax: 971-4-330-4009 / URL: www.impactbbdo.com

## Martin/Williams\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$37.5	\$34.4	9.0

Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Martin/Williams is a traditional ad agency with a sizable interactive component. Operating units include Martin/Williams Advertising, TripleInk (international and cross-cultural communications) and Karwoski & Courage Public Relations. In December 2005, Tom Moudry moved up from president to CEO, a title held by Steve Collins who retired after 25 years with the agency. At the same time, Mike Grey became president, retaining his CMO post.

**Top Executives:** Tim Frojd, chmn & CFO; Tom Moudry, CEO & chief creative officer

**Headquarters:** Martin/Williams / 60 S. Sixth St., Ste. 2800, Minneapolis, Minn. 55402 / Phone: (612) 340-0800 / Fax: (612) 342-9700 / URL: www.martinwilliams.com

## Merkley & Partners\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$56.9	\$60.6	-6.1

Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Merkley & Partners, founded in 1993, is a multi-service traditional ad agency with divisions handling advertising, advertising arts, design, healthcare and interactive. The agency changed its name in January 2004 from Merkley Newman Harty & Partners, reflecting management personnel changes. Parry Merkley, who became chairman emeritus from chairman at the name change, is the only remaining "named" principal. Jane Newman left in 1998 and Stephen Harty in 2001. The remnants of BaylessCronin, Atlanta, were folded into Merkley in January 2004. BaylessCronin had lost most of its employees.

**Top Executive:** Alex Gellert, pres & CEO

**Headquarters:** Merkley & Partners / 200 Varick St., New York, N.Y. 10014 / Phone: (212) 366-3500 / Fax: (212) 366-3637 / URL: www.merkleyandpartners.com

## Osmosis Medialab

**Notes:** Osmosis MediaLab, launched in 1999 by Travis Pagel and Shawn Thomson, both veterans of the music entertainment business, is an agency involved in marketing to gays and lesbians. It is affiliated with Omnicom.

**Top Executives:** Travis Pagel, co-founder & mg dir; Shawn Thomson, co-founder & creative dir

**Headquarters:** Osmosis Medialab / 333 Hudson St., 10th Fl., New York, N.Y. 10013 / Phone: (212) 279-2680 / Fax: (212) 279-2461 / URL: www.osmosismedialab.com

## Spike DDB

**Notes:** Spike DDB is a joint venture between Spike Lee, producer, writer and director, and DDB Worldwide. The agency started an event marketing unit in 2005 called Pierce Promotions.

**Top Executives:** Spike Lee, chmn; Dana Wade, chmn

**Headquarters:** Spike DDB / 437 Madison Ave., 20th Fl., New York, N.Y. 10022 / Phone: (212) 415-3100 / Fax: (212) 415-3101 / URL: www.spikeddb.com

## TBWA Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide ....	\$950.2	\$873.3	8.8

U.S. ....	\$170.0	\$148.0	14.9
Non-U.S. ....	\$780.2	\$725.3	7.6

Employees	2005	2004	% chg
Worldwide ....	9,700	8,700	11.5

U.S. ....	2,000	1,400	42.9
Non-U.S. ....	7,700	7,300	5.5

Offices	2005	2004	% chg
Worldwide ....	258	235	9.8

U.S. ....	32	24	33.3
Non-U.S. ....	226	211	7.1

**Notes:** TBWA Worldwide is a global network that includes the U.S. offices of TBWA/Chiat/Day in Marina del Rey, Calif., and San Francisco; TBWA New York; the TBWA global agency network, and marketing services units; Tequila, direct marketing; Brand Architecture International, a brand consultancy; Integer, a sales promotion agency; and Agency.com, an interactive shop. The TBWA returns estimated by *Ad Age* include just the advertising/media component of TBWA to give it similar footing with other branded agencies in this report. Integer and Agency.com were moved into TBWA in August 2005 by Omnicom. Robert LePlae took over as president North America in September 2005, moving up from president TBWA/Chiat/Day. He replaced Brett Gosper as president of TBWA New York and gained the broader title as well. Mr. Gosper, president since September 2004, rejoined McCann Erickson as U.S. president. Mr. LePlae had headed TBWA's West Coast operations. His responsibilities include day-to-day oversight of New York, and he oversees TBWA/Chiat/Day and Tequila offices in Los Angeles and San Francisco. Paul Bainsfair, president of TBWA European operations reclaimed his TBWA London title as chairman-CEO after three top executives from that office left in May 2005 to form Beattie McGuinness Bungay, London. Tequila promoted Kristi VandenBosch to president Tequila/United States, from president Tequila in Los Angeles. Ian Baer, president of Tequila New York, moved into the new post of chief strategic office Tequila/United States. TBWA Worldwide and Hakuholdo DY Holdings in July 2006 will launch a joint venture in Japan called TBWA/Hakuholdo, by merging TBWA's existing Tokyo shop with Hakuholdo/G1, the subsidiary that services Hakuholdo's Nissan account. The partners, to serve both local and foreign companies in Japan, will collaborate on the Nissan account and service TBWA's existing accounts, Adidas-Salomon and Haagen

An asterisk (\*) indicates figures are *Ad Age* estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

Dazs. Head of the new shop is G1's CEO Hiroshi Ochiai. Gary Wenzel from TBWA/Tokyo is the chief operating officer. The shop, which employs 300, is owned 60% by Hakuhodo DY and 40% by TBWA.

**Top Executive:** Jean-Marie Dru, pres & CEO-WW

**Headquarters:** TBWA Worldwide / 488 Madison Ave., New York, N.Y. 10022 / Phone: (212) 804-1300 / Fax: (212) 804-1200 / URL: www.tbwa.com

## Wirz Group

**Notes:** Wirz Group, a non-equity affiliate of BBDO Worldwide based in Zurich, comprises multiple companies of varying degrees of ownership that offer a communications service spectrum from advertising and sales promotion to brand identity development and design.

**Top Executive:** Peter Strub, CEO, Wirz Group

**Headquarters:** Wirz Group / Uetlibergstrasse 132, Zurich, Switzerland 8045 / Phone: 41-1-457-57-53 / Fax: 41-1-457-58-17 / URL: www.wirz.ch

## Zimmerman & Partners\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$114.8	\$106.3	8.0

**Notes:** Zimmerman Advertising, based in Fort Lauderdale, has more than 800 full-time associates in 22 offices in the U.S. Its major offices, aside from Fort Lauderdale, are New York, Los Angeles, Washington, Chicago, Dallas, San Francisco and Atlanta. The agency in mid-2005 gained a new operating category--tourism--when Omnicom bought Zimmerman Agency, a Tallahassee shop founded in 1987 that coincidentally shared the same name. The shop was folded into Zimmerman Advertising. The Tallahassee agency, involved in advertising, PR and interactive, includes clients Club Med, Marriott Hotels & Resorts, American Airlines, InterContinental Hotels and Diners Club. Zimmerman in Fort Lauderdale, founded in 1984 and owned by Omnicom since 1999, began with a focus on automotive but has become a major player in retail and quick-service restaurants (Office Depot, Sam Goody, Vitamin Shoppe, Target Corp). Its biggest account, though, remains Nissan for which it handles regional marketing for dealers. The Tallahassee arm continues to operate under the Zimmerman Agency name.

**Top Executive:** Jordan Zimmerman, chmn & CEO

**Headquarters:** Zimmerman & Partners / 2200 W. Commercial Blvd., Ste. 300, Fort Lauderdale, Fla. 33309 / Phone: (954) 731-2900 / Fax: (954) 633-1259 / URL: www.zadvc.com

## INTEGRATED MARKETING AGENCIES

### Omnicom Marketing Services\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$1,875.6	\$1,625.5	15.4
U.S. ....	\$1,432.2	\$1,258.2	13.8
Non-U.S. ....	\$443.4	\$367.3	20.7

**Notes:** Omnicom Marketing Services is an *Ad Age* construct and represents the estimated totals of Omnicom's marketing services operations.

## Agency.com\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$131.5	\$105.0	25.2
U.S. ....	\$92.5	\$73.5	25.9
Non-U.S. ....	\$39.0	\$31.5	23.8

### Employees

	2005	2004	% chg
Worldwide .....	450	398	13.1
U.S. ....	314	280	12.1
Non-U.S. ....	136	118	15.3

### Offices

	2005	2004	% chg
Worldwide .....	6	6	0.0
U.S. ....	4	4	0.0
Non-U.S. ....	2	2	0.0

**Notes:** Agency.com is an interactive agency based in New York. It has offices in Chicago, San Francisco, Dallas, London and Amsterdam. In mid-2004 the agency bought Exile on 7eventh, a San Francisco-based online agency, and integrated the shop into its San Francisco office. Exile's eBay account came with the deal. Agency.com came under full ownership of Omnicom in January 2003. As of 2005, it reports up through TBWA Worldwide. It had been one of 16 online agencies Omnicom had placed into Seneca Investments in 2001.

**Top Executive:** Chan Suh, chmn

**Headquarters:** Agency.com / 488 Madison Ave., 22nd Fl., New York, N.Y. 10022 / Phone: (888) 374-4537 / Fax: (212) 358-2604 / URL: www.agency.com

## Alcone Marketing Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$105.7	\$96.1	10.0
U.S. ....	\$98.4	\$89.3	10.2
Non-U.S. ....	\$7.3	\$6.8	7.4

**Notes:** Alcone, founded in 1976, is a sales promotion and marketing services agency involved in digital, premiums, gift catalogs, recognition/incentive programs and fulfillment. Omnicom in October 2005 bought Marketing Partners, Irvine, Calif., and made it an autonomous unit of Alcone Marketing Group. Both Alcone and MP are part of Diversified Agency Services. Marketing Partners, which specializes in promotional marketing, continues to be run by President Dory Ford.

**Top Executive:** William Hahn, pres & CEO

**Headquarters:** Alcone Marketing Group / 4 Studebaker Rd., Irvine, Calif. 92618 / Phone: (949) 770-4400 / Fax: (949) 770-2957 / URL: www.alconemarketing.com

## AtmosphereBBDO\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$28.8	\$22.5	27.8

### Employees

	2005	2004	% chg
U.S. ....	100	50	100.0

### Offices

	2005	2004	% chg
U.S. ....	3	3	0.0

**Notes:** AtmosphereBBDO, founded in 1997, is the digital network of BBDO North America with offices in New York, Atlanta and Chicago. It

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

is 90% owned by Omnicom. AtmosphereBBDO's work includes strategic planning and e-business consulting, online advertising and promotion, direct and relationship marketing, and technology development.

**Top Executive:** Andreas Combuechen, chmn, CEO & chief creative officer  
**Headquarters:** AtmosphereBBDO / 1375 Broadway, New York, N.Y. 10018 / Phone: (212) 827-2500 / Fax: (212) 827-2525 / URL: www.atmosphere.net

## BBDO Detroit\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$260.2	\$230.0	13.1
Employees	2005	2004	% chg
U.S.	1,000	1,200	-16.7
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** BBDO Detroit is the former BBDO Detroit CRM, itself a renaming of InterOne and before that Ross Roy Communications, all marketing services units. The unit is involved in CRM. The office came under the supervision of BBDO New York in 2005 via an Omnicom directive in September that creative directors report directly to David Lubars, chairman & chief creative officer at BBDO North America in New York. Gary Topolewski, chief creative officer at BBDO Detroit, resigned that month, and was not replaced. In early 2006, BBDO Detroit cut about 200 employees (11% of its staff), reflecting cost cutting by DaimlerChrysler, its big client. The layoffs also had an impact on PHD and Organic.

**Top Executive:** Joe Garcia, pres

**Headquarters:** BBDO Detroit / 880 W. Long Lake Rd., Troy, Mich. 48098 / Phone: (248) 293-4000 / Fax: (248) 293-3434 / URL: www.bbdo.com

## Critical Mass\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$45.5	\$40.0	13.8
Employees	2005	2004	% chg
Worldwide	305	280	8.9
U.S.	33	30	10.0
Non-U.S.	272	250	8.8
Offices	2005	2004	% chg
Worldwide	6	4	50
U.S.	4	3	33.3
Non-U.S.	2	1	100.0

**Notes:** Critical Mass is an interactive shop 53% owned by Omnicom and the rest by employees. Headquartered in Calgary, Alberta, Critical Mass' clients are U.S.-based with the exception of Dell Canada and Rolex. Production offices in Calgary and Toronto, for example, service all non-Canadian clients. Chicago is its U.S. base, with other offices in New York and Austin, Texas. Diane Wilkins became CEO in 2005, replacing Jerry Johnston, who moved up to chairman.

**Top Executives:** Dianne Wilkins, CEO; Jerry Johnston, chmn

**Headquarters:** Critical Mass / 402-11 Ave. SE, Calgary, Alberta, Canada T2G 0Y4 / Phone: /URL: www.criticalmass.com

**U.S. Headquarters:** Critical Mass / 430 N. Michigan Ave., Ste. 1101, Chicago, Ill. 60611 / Phone: (312) 288-2528 / Fax: (312) 288-2501 / URL: www.criticalmass.com

## GMR Marketing

### Agency totals

Employees	2005	2004	% chg
Worldwide	451	450	0.2
U.S.	445	445	0.0
Non-U.S.	6	5	20.0
Offices	2005	2004	% chg
Worldwide	10	10	0.0
U.S.	9	9	0.0
Non-U.S.	1	1	0.0

**Notes:** GMR Marketing, added to the Omnicom lineup of agencies in 1998 as Gary M. Reynolds & Associates, is an event marketer focusing on sports, music, mobile and lifestyle issues.

**Top Executive:** Craig Connelly, pres

**Headquarters:** GMR Marketing / 5000 S. Towne Dr., New Berlin, Wis. 53151 / Phone: (262) 786-5600 / Fax: (262) 786-5260 / URL: www.gmrlive.com

## Grizzard Communications Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$100.4	\$95.1	5.6
Offices	2005	2004	% chg
U.S.	8	4	100.0

**Notes:** Grizzard is an 85-year-old integrated marketing agency with a direct marketing focus, including a concentration on fundraising for nonprofits and educational institutions. Based in Atlanta, it has offices in Glendale, Calif., Lincoln, Neb., and Stafford, Texas. Satellite offices are located in Chicago, New York, Philadelphia and Cleveland.

**Top Executive:** Chip Grizzard, CEO

**Headquarters:** Grizzard Communications Group / 229 Peachtree St. NE, Ste. 900, Atlanta, Ga. 30303 / Phone: (404) 522-8330 / Fax: (404) 221-1458 / URL: www.grizzard.com

## Integer Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$109.6	\$104.4	5.0
Employees	2005	2004	% chg
U.S.	900	750	20.0
Offices	2005	2004	% chg
U.S.	7	5	40.0

**Notes:** Integer, an integrated marketing agency, specializes in retail advertising/sales promotion and field marketing. Integer, founded in Denver in 1993, employs 900 in offices in Denver, Dallas, Cleveland and Des Moines.

**Top Executive:** Jeremy Pagden, CEO

**Headquarters:** Integer Group / 7245 W. Alaska Dr., Lakewood, Colo. 80226 / Phone: (303) 393-3500 / Fax: (303) 393-3700 / URL: www.integer.com

## Ketchum Directory Advertising\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$25.2	\$25.4	-0.8
Employees	2005	2004	% chg
U.S.	180	160	12.5
Offices	2005	2004	% chg
U.S.	5	5	0.0



# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Ketchum Directory Advertising, a Yellow Pages agency, is headquartered in Chicago and has offices in Kansas City, Los Angeles, Louisville and Pittsburgh. Ketchum is part of DAS.

**Top Executive:** Eugene P. Daly, pres

**Headquarters:** Ketchum Directory Advertising / 430 N. Michigan, 12th Fl., Chicago, Ill. 60611 / Phone: (312) 946-8111 / Fax: (312) 946-8061 / URL: www.kda.com

## Marketing Arm\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$49.1	\$45.7	7.4
Employees	2005	2004	% chg
U.S. ....	315	250	26.0
Offices	2005	2004	% chg
U.S. ....	30	30	0.0

**Notes:** The Marketing Arm is a marketing communications holding within Omnicom that includes U.S. Marketing & Promotions, its sales promotion division; Millsport, sports marketing; Davie-Brown Entertainment, an entertainment, music and talent consultancy; Promo Link, a strategic promo company; and newly-acquired ipsh!, a mobile phone marketing agency formed in 2001. TMA has over 700 part-time, full-time employees in 30 cities across the country.

**Top Executive:** Ray Clark, CEO & founder

**Headquarters:** Marketing Arm / 19199 Bryan St., Ste. 1800, Dallas, Texas 75225 / Phone: (214) 259-3200 / Fax: / URL: www.themarketingarm.com

## Organic\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide. ....	\$72.0	\$50.3	43.1
Employees	2005	2004	% chg
Worldwide. ....	305	NA	NA
Offices	2005	2004	% chg
Worldwide ....	5	5	0.0
U.S. ....	4	4	0.0
Non-U.S. ....	1	1	0.0

**Notes:** Organic is a digital marketing communications agency fully owned by Omnicom and has been reporting up through the BBDO Network since mid-2005. The agency was co-founded in 1993 by Jonathan Nelson, current chairman. It has offices in San Francisco, New York, Detroit, Los Angeles and Toronto. During the year, Organic won the AOR interactive business from Bank of America and Mitsubishi and expanded long-term client relationships with 20th Century Fox, Sprint and DaimlerChrysler, among others. New business generated headcount growth, reflected in 50-plus job openings posted on its website. Key promotions included Colleen DeCourcy to the new role of chief creative officer, and Chuck Russo to chief client development officer.

**Top Executive:** Mark Kingdon, CEO

**Headquarters:** Organic / 555 Market St., 4th Fl., San Francisco, Calif. 94105 / Phone: (415) 581-5300 / Fax: (415) 581-5400 / URL: www.organic.com

## Rapp Collins Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide ....	\$470.2	\$415.2	13.2
U.S. ....	\$274.1	\$244.7	12.0
Non-U.S. ....	\$196.1	\$170.5	15.0

Offices	2005	2004	% chg
Worldwide .....	54	50	8.0
U.S. ....	8	7	14.0
Non-U.S. ....	46	43	43

**Notes:** Rapp Collins, founded in 1965, is an international direct marketing network with 54 offices in 30 countries. New markets for Rapp Collins in 2005 were India and Prague. The agency notes strongest growth occurred in Asia-Pacific, particularly in its offices in Indonesia, Australia, Malaysia, Singapore and New Zealand. The agency launched Rapp Collins Healthcare division in the U.S. and Singapore in early 2005. The healthcare unit, based in New York, began with a staff of 40 and is directed by Caroline Chilvers, managing director. She had been managing the agency's healthcare business since joined the company in 2000. Rapp Collins was founded in 1965 by Stan Rapp and Thomas Collins.

**Top Executive:** Gary VonKessel, CEO

**Headquarters:** Rapp Collins Worldwide / 437 Madison Ave., 3rd Fl., New York, N.Y. 10022 / Phone: (212) 817-6800 / Fax: (212) 817-6750 / URL: www.rappcollins.com

## Russ Reid Co.\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$24.9	\$23.2	7.3
Employees	2005	2004	% chg
Worldwide .....	220	215	2.3
Offices	2005	2004	% chg
Worldwide .....	4	3	33.3
U.S. ....	3	2	50.0
Non-U.S. ....	1	1	0.0

**Notes:** Russ Reid Co., founded in 1964, is a direct marketing agency that works with nonprofits in fundraising, government relations and lobbying and PR. The Washington-based company has offices in Pasadena, Calif., Portland, Ore., and Toronto.

**Top Executive:** Tom Harrison, pres & CEO

**Headquarters:** Russ Reid Co. / 2 North Lake Ave., Ste. 600, Pasadena, Calif. 91101-1868 / Phone: (626) 449-6100 / Fax: (626) 449-6190 / URL: www.russreid.com

## Targetbase\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$73.9	\$68.9	7.3
Employees	2005	2004	% chg
U.S. ....	190	191	-0.5
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Targetbase, founded in 1979, is a direct marketing, customer relationship management agency with primary offices in Irving, Texas, and Greensboro, N.C. It has additional offices in Austin, Texas, Norman, Okla., Charleston, S.C., Douglassville, Pa., Loveland, Ohio, and Torrance, Calif. Targetbase is the U.S. representative of BBDO's Proximity Network, a global network of agencies that focus on connecting direct marketing and interactive.

**Top Executive:** David Scholes, pres & CEO

**Headquarters:** Targetbase / 7850 N. Beltline Rd., Irving, Texas 75063-6098 / Phone: (972) 506-3400 / Fax: (972) 506-3816 / URL: www.targetbase.com

An asterisk (\*) indicates figures are Ad Age estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

## Tequila\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$65.0	\$56.5	15.0
U.S.	33.0	28.7	15.0
Non-U.S.	32.0	27.8	15.0
Offices	2005	2004	% chg
Worldwide	47	NA	NA
U.S.	3	NA	NA
Non-U.S.	44	NA	NA

**Notes:** Tequila is a network aligned with TBWA Worldwide.

**Top Executives:** Rod Wright, chmn; Jeremy Pagden, pres & CEO

**Headquarters:** Tequila / 488 Madison Ave., New York, N.Y., 10022 / Phone: (212) 804-1392 / Fax: (212) 804-1074 / URL: www.tequila-ww.com

## TPG (The Peter Group)

### Agency totals

**Notes:** TPG, a direct marketing agency founded in 1991, was bought by Omnicom in June 2002. Besides its Philadelphia headquarters, TPG has an office in Woodland Hills, Calif. The agency roster includes a large number of clients in the U.S. insurance sector.

**Top Executive:** Joseph Delago, CEO

**Headquarters:** TPG (The Peter Group) / The Piers at Penn's Landing, 7 N. Columbus Blvd., Philadelphia, Pa. 19106 / Phone: (215) 592-8303 / Fax: (215) 574-0895 / URL: www.tpgadvertising.com

## TracyLocke\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$87.8	\$81.8	7.3
Offices	2005	2004	% chg
U.S.	2	2	0.0

**Notes:** TracyLocke, part of Omnicom's Diversified Agencies Services, is a promotional agency with a growing general advertising business. The agency, with two primary offices in Dallas and Wilton, Conn., also operates numerous field offices primarily for clients Pepsi-Cola Co., Pepsi Bottlers and Pizza Hut. Ron Askew became CEO in June 2005, replacing Ed Winter, who was named chairman. Mr. Askew had previously been the CMO at Coors Brewing. Then in October, Mr. Askew added the title of president-Dallas, replacing Bob Chimbel, who moved to president of brand development, responsible for UPROAR and The Launch Point. UPROAR, founded in 2002, is a dedicated kids and teens marketing agency within TL, and The Launch Point is a new products innovation company. At midyear, Mr. Askew founded the FreshWorks agency, pooling expertise from other Omnicom agencies to win the pitch for the 7-Eleven account. Mike Musachio became president and chief creative officer of both TracyLocke shops in New York and Wilton, Conn., in February 2006. He had been executive VP and chief creative officer, sharing the leadership of both shops with Tim Zuckert, who left in early 2006 to become president at Proving Ground Media, Greenwich, Conn. TL was formed in 1913 by Shelly Tracy and Raymond Locke.

**Top Executives:** Ron Askew CEO-U.S. & pres-Dallas; Edward Winter, chmn

**Headquarters:** TracyLocke / 1999 Bryan St., Ste. 2800, Dallas, Texas 75201 / Phone: (214) 969-9000 / Fax: (214) 259-3550 / URL: www.tlp.com

## Tribal DDB\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$150.0	\$100.0	50.0
U.S.	\$66.0	\$45.0	46.7
Non-U.S.	\$84.0	\$55.0	52.7
Offices	2005	2004	% chg
Worldwide	33	31	6.5
U.S.	5	4	25.0
Non-U.S.	28	27	3.7

**Notes:** Tribal DDB is an international digital marketing agency with 33 offices in 15 countries across Europe, North America, and Australasia. Each Tribal DDB digital agency is based within the local DDB advertising office. Tribal DDB offers online media planning and buying, advertising development, website development and production, consumer planning and design. Tribal DDB gained new business in 2005 from AT&T, Wells Fargo, NBC Universal, E! Online and Alcoa, while existing clients McDonald's and PepsiCo expanded their interactive. About half the agency's clients are from outside the DDB ad agency network. Tribal DDB India was formed in mid-2005 and consists of offices in New Delhi, Mumbai, Bangalore, Chennai and Ahmedabad on the sub-continent. Adam Good became Asia-Pacific new business development director and managing director at Tribal DDB Greater China, Hong Kong. He previously was managing director at Tribal DDB Australia. Tribal opened an office in Atlanta, putting Keith Browning in charge and naming him general manager, Tribal DDB Southeast. Mr. Browning had been executive VP for the Southeast at Modem Media. Kevin Flatt became interactive creative director at Tribal DDB Chicago in January 2006 after serving as exec interactive director at Fallon.

**Top Executive:** Matt Freeman, CEO-WW

**Headquarters:** Tribal DDB / 437 Madison Ave., New York, N.Y. 10022 / Phone: (212) 515-8600 / Fax: / URL: www.tribaldbb.com

## Unit 7\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$16.7	\$15.1	10.6
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Unit 7 in 2005 became the new name for LLKFB, a direct marketing subsidiary of Omnicom since 2001. Loreen Babcock, CEO, now carries the additional title of chairperson. She is the last of five original partners at Lieber, Levett, Koenig, Farese, Babcock, founded in 1996. Previously, Paul Levett left in 2000, Carmine Farese in 2003, and J. Robert Lieber in 2004.

**Top Executive:** Loreen Babcock, chmn & CEO

**Headquarters:** Unit 7 / 30 Irving Place, 12th Fl., New York, N.Y. 10003 / Phone: (212) 209-1600 / Fax: (212) 209-1800 / URL: www.unit7.com

## HEALTHCARE AGENCIES

### Omnicom Healthcare\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$460.0	\$400.0	15.0

**Notes:** Omnicom Healthcare is an *Ad Age* construct and represents the estimated totals of Omnicom's healthcare agency operations.

## Cline Davis & Mann

### Agency totals

Employees	2005	2004	% chg
Worldwide	531	504	5.4
U.S.	525	500	5.0
Non-U.S.	6	4	50.0
Offices	2005	2004	% chg
Worldwide	5	5	0.0
U.S.	4	4	0.0
Non-U.S.	1	1	0.0

**Notes:** Cline Davis & Mann is a healthcare agency network that includes the main CDM shop in New York, CDMiConnect in New York, Fallon Medica (medical education) in Red Bank, N.J., and CDM Princeton (advertising) in Princeton, N.J. The network's London office heads up CDM Europe.

**Top Executive:** Jack Slonaker, chmn & CEO

**Headquarters:** Cline Davis & Mann / 220 E. 42nd St., New York, N.Y. 10017 / Phone: (212) 907-4300 / Fax: (212) 687-6773 / URL: www.clinedavis.com

# Special Report AGENCY PROFILES SUPPLEMENT

## Corbett Accel Healthcare Group

### Agency totals

Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Corbett Accel, a healthcare agency, has nine divisions, among them advertising, promotion, medical education, business and competitive intelligence, global clinical trials, digital, emarketing, meetings management and production and design services. Corbett Healthcare Group and sister Omnicom shop, Accel Healthcare, merged in February 2004, forming Corbett Accel Healthcare Group. The healthcare unit has offices in New York, Chicago and London. It is part of Diversified Agency Services within Omnicom.

**Top Executive:** Scott D. Cotherman, CEO

**Headquarters:** Corbett Accel Healthcare Group / 211 E. Chicago Ave., Ste. 1600, Chicago, Ill. 60611 / Phone: (312) 649-7230 / Fax: (312) 649-7232 / URL: www.corbett.com

## Eden Communications Group

**Notes:** Eden is a full-service agency specializing in pharmaceutical marketing and health education. It joined Omnicom's Adelphi Group Ltd. group of healthcare agencies in 2003, a group headquartered in Manchester, U.K.

**Top Executive:** Catherine Lewis-Fink, CEO

**Headquarters:** Eden Communications Group / 515 Valley St., Maplewood, N.J. 07040 / Phone: (973) 275-6500 / Fax: (973) 275-9792 / URL: www.edencomgroup.com

## Harrison & Star Business Group

Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Harrison & Star is a healthcare agency focusing on healthcare advertising and medical education targeting healthcare professionals and patients.

**Top Executive:** Larry Star, chmn & CEO

**Headquarters:** Harrison & Star Business Group / 16 W. 22nd St., New York, N.Y. 10010-5895 / Phone: (212) 727-1330 / Fax: (212) 822-6590 / URL: www.hs-ideas.com

## Kallir, Phillips, Ross

**Notes:** KPR is a healthcare shop with expertise in addressing healthcare professionals and patients via direct-to-consumer and direct marketing specialties. KPR is part of DAS within Omnicom. Another Omnicom healthcare shop, 1Health Communications, Irvine, Calif., was merged into KPR in 2004.

**Top Executive:** Stu Klein, CEO

**Headquarters:** Kallir, Phillips, Ross / 711 Third Ave., 12th Fl., New York, N.Y. 10017 / Phone: (212) 856-8400 / Fax: (212) 856-8549 / URL: www.kprny.com

## LLNS

**Notes:** LLNS is a healthcare business-to-business unit that used to be called Lyons Lavey Nickel Swift. The agency is part of the TBWA WorldHealth division of TBWA Worldwide. TBWA WorldHealth was formed to integrate professional pharmaceutical and healthcare agencies with the brand management of consumer agencies. WorldHealth claims 185 agencies in 57 countries. LLNS created an interactive mar-

keting division, e@LLNS, in early 2006. Gene Fischer heads the division as senior VP and director for interactive services. LLNS divisions include the Health Literary Group (patient communications), Innovative Medical Education and MediaVia (both medical ed), Medical Information Source (outsourcing resource for drug info), and Strategic Information Resources (tracks pharma markets and trends via the web).

**Top Executive:** Albert G. Nickel, chmn & CEO

**Headquarters:** LLNS / 220 E. 42nd St., 3rd Fl., New York, N.Y. 10017 / Phone: (212) 771-3000 / Fax: (212) 771-3010 / URL: www.llns.com

## Proximity Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$150.0	\$138.0	8.7
Offices	2005	2004	% chg
Worldwide .....	52	52	0.0

**Notes:** Proximity, based in London, is an international CRM network reporting to BBDO Worldwide with no U.S. offices, although Targetbase serves as its U.S. representative. Proximity has offices in 52 countries. Proximity is part of the BBDO Worldwide network.

**Top Executives:** Chris Thomas, CEO; Mat Mildenhall, chief operating officer

**Headquarters:** Proximity Worldwide / 191 Marylebone Rd., London, United Kingdom NW1 5DW / Phone: 44-20-7291-1000 / Fax: 44-20-7298-1001 / URL: www.proximityworld.com

## MEDIA SPECIALIST AGENCIES

### Omnicom Media Specialists\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$708.6	\$671.7	5.5
U.S. ....	\$349.0	\$335.6	4.0
Non-U.S. ....	\$359.6	\$336.1	7.0

### ICON International\*

#### Agency totals

Employees	2005	2004	% chg
Worldwide .....	155	155	0.0
U.S. ....	150	150	0.0
Non-U.S. ....	5	5	0.0
Offices	2005	2004	% chg
Worldwide .....	3	4	-25.0
U.S. ....	2	2	0.0
Non-U.S. ....	1	2	-50.0

**Notes:** ICON is a specialized finance company engaged in corporate barter and other financial transactions. Founded in 1985, ICON is fully owned by Omnicom.

**Top Executive:** John P. Kramer, CEO

**Headquarters:** ICON International / 107 Elm St., Four Stamford Plaza, Stamford, Conn. 06902 / Phone: (203) 328-2300 / Fax: (203) 328-2333 / URL: www.icon-intl.com

### OMD Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$575.6	\$539.7	6.7
U.S. ....	\$243.6	\$231.8	5.1
Non-U.S. ....	\$332.0	\$307.9	7.8

An asterisk (\*) indicates figures are Ad Age estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

Employees	2005	2004	% chg
Worldwide .....	997	903	10.4
Offices	2005	2004	% chg
Worldwide .....	143	117	22.2
U.S. ....	14	14	0.0
Non-U.S. ....	129	103	25.2

**Notes:** OMD Worldwide is part of Omnicom Media Services, a holding unit for both OMD and PHD. OMD is the global media partner of BBDO Worldwide, DDB Worldwide, TBWA Worldwide and Omnicom's DAS agencies. About 35% of its business, however, comes from clients independent of agencies. Apart from media, OMD Concepts division develops entertainment for advertisers. OMD in 2005 launched Fuse in the U.S., partnering with Omnicom's network of experiential-marketing agencies, Radiate Group, to create live events (music tours, auto shows and sporting events). Fuse was launched in April 2005 in Europe. In the U.S., Fuse is headed by Guy McCarter, director of entertainment marketing for OMD. OMD spun from itself Chicago-based Prometheus in May 2005 to handle three accounts—Dell, JC Penney and Cars.com—because of their similarity and need to be nimble to meet fast-changing market conditions. Bob Habeck, former director of strategy at Chicago's OMD shop, was promoted to managing director of Prometheus. Omnicom Media Services underwent management expansion in September 2005, creating a new board led by Daryl Simm, OMG CEO and chairman. Other members: Joe Uva, OMD CEO (now also president OMG); David Pattison, PHD CEO; Colin Gottlieb, OMG Europe CEO from OMD CEO of Europe; Mike Cooper, OMG Asia Pacific CEO from OMD CEO of the region; and Mark Amabile, OMG CFO from OMD Worldwide CFO. The newly structured board is designed to better oversee the co-owned media brands, which the company says will remain separate. Cathy Cohan became U.S. director of marketing and business development in February 2006, replacing Lisa Spielman, who left in 2005. Ms. Cohan came from Roth Associates, agency search consultancy. Revenues are estimates based on projected billings from Recma.

**Top Executive:** Joe Uva, pres & CEO-WW

**Headquarters:** OMD Worldwide / 11 Madison Ave., 12th Fl., New York, N.Y. 10010 / Phone: (212) 590-7100 / Fax: (646) 278-3000 / URL: www.omb.com

## PHD\*

Agency totals	2005	2004	% chg
Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$133.0	\$131.9	0.8
U.S. ....	\$105.4	\$103.8	1.5
Non-U.S. ....	\$27.6	\$28.1	-1.8
Employees	2005	2004	% chg
Worldwide .....	300	409	-26.7

**Notes:** PHD is a media specialist company that also includes Novus (print specialist) and ICON (bartering). PHD has been in expansion mode since the fourth quarter 2004. Europe and Asia Pacific expansion was to be completed in early 2006. The Middle East and Africa are to follow. As part of the plan, PHD and sibling OMD, contributed personnel to a changing Omnicom Media Group board which oversees the work of both media networks. PHD also opened Drum in early 2006, a joint venture with Davie-Brown Entertainment (part of Marketing Arm), Los Angeles. Drum is a stand-alone creative marketer that works in branded content and product integration, event marketing and film

tie-ins. During 2005, PHD added Mediawise in Asia, which it rebranded as PHD. In the U.S., PHD's primary offices are in New York, Chicago, St. Louis and San Francisco. Revenues are estimates based on projected billings from Recma.

**Top Executive:** David Pattison, CEO-PHD WW

**Headquarters:** PHD / 220 E. 42nd St., 7th Fl., New York, N.Y. 10022 / Phone: (212) 894-6600 / Fax: (212) 894-4100 / URL: www.phdus.com

## PUBLIC RELATIONS AGENCIES

### Omnicom PR\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$1,045.5	\$1,040.5	0.5
U.S. ....	\$768.7	\$752.2	2.2
Non-U.S. ....	\$276.8	\$288.3	-4.0

**Notes:** Omnicom PR is an *Ad Age* construct and represents the estimated totals of Omnicom's public relations operations.

### Fleishman-Hillard

#### Agency totals

Offices	2005	2004	% chg
Worldwide .....	80	79	1.3
U.S. ....	36	36	0.0
Non-U.S. ....	44	43	2.3

**Notes:** Fleishman-Hillard, founded by Al Fleishman and Bob Hillard in St. Louis in 1946, is a worldwide PR firm. FitzGerald Communications, Boston, became an autonomous unit of Fleishman-Hillard in January 2006 and operates under its own name. It was acquired in 2002 by Omnicom.

**Top Executive:** John Graham, chmn & CEO

**Headquarters:** Fleishman-Hillard / 200 N. Broadway, St. Louis, Mo. 63102 / Phone: (314) 982-1700 / Fax: (314) 231-2313 / URL: www.fleishman.com

### Ketchum

#### Agency totals

Employees	2005	2004	% chg
U.S. ....	180	160	12.5
Offices	2005	2004	% chg
U.S. ....	5	5	0.0

**Notes:** Ketchum is a PR agency.

**Top Executive:** Eugene P. Daly, pres

**Headquarters:** Ketchum / 430 N. Michigan, Chicago, IL 60611 / Phone: (312) 946-8111 / Fax: (312) 946-8061 / URL: www.kda.com

### Porter Novelli

#### Agency totals

Offices	2005	2004	% chg
Worldwide .....	91	NA	NA
U.S. ....	18	NA	NA
Non-U.S. ....	73	NA	NA

**Notes:** Porter Novelli is a PR firm founded in Washington in 1972. At midyear 2005, the firm reorganized itself into three communications disciplines: marketing, corporate affairs and public affairs. Julie Winskie, partner and managing director of the New York office, leads marketing; Peter Hirsch, partner, heads corporate affairs; and Carolyn Tieger, partner, leads public affairs. The agency has appointed leaders in

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

three core industry groups: Rhonda Shantz, partner and managing director, Bay Area, leads technology; Greg Baird, partner and New York healthcare leader, heads healthcare; and Ms. Winskie heads consumer.

**Top Executive:** Helen Ostrowski, CEO

**Headquarters:** Porter Novelli / 450 Lexington Ave., New York, N.Y. 10017 / Phone: (212) 601-8000 / Fax: (212) 601-8101 / URL: www.porternovelli.com

## 49 Protocol Integrated Direct Marketing\*

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$84.0	\$77.0	9.1

**Notes:** Protocol Integrated Direct Marketing is a privately-held integrated marketing services company that serves business-to-business and business-to-consumer environments by offering direct marketing, data/production services, research and fulfillment services. This report includes only the company's direct marketing unit, about a third of its overall revenue. The company also operates teleservice centers, handles mass shipping and packing needs and research.

**Top executive:** Charles Dall'Acqua, pres & CEO

**Headquarters:** Protocol Integrated Direct Marketing/1751 Lake Cook Rd., Deerfield, Ill. 60015/Phone: (847) 236-3400 / Fax: (847) 236-3401/ URL: www.protocolmarketing.com

## 4 Publicis Groupe

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$5,107.2	\$4,777.3	6.9
U.S. ....	\$2,181.7	\$2,039.6	7.0
Non-U.S. ....	\$2,925.5	\$2,737.8	6.9
Employees	2005	2004	% chg
Worldwide .....	36,810	36,385	1.2
Offices	2005	2004	% chg
Worldwide .....	639	229	179.0
U.S. ....	76	48	58.3
Non-U.S. ....	563	181	211.0

**Notes:** Publicis Groupe includes three autonomous global advertising networks, Leo Burnett Worldwide, Publicis Worldwide and Saatchi & Saatchi Worldwide, as well as two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty. Publicis media operations encompass ZenithOptimedia, Starcom MediaVest Group and Médias & Régies Europe, a media sales partner for press, radio, cinema, outdoor advertising and other media businesses in Europe. Its marketing services segment known as SAMS (Specialized Agencies and Marketing Services) includes specialized communications such as direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications. The largest component of SAMS is Arc Worldwide. Publicis' revenue in 2005 hit nearly \$5.11 billion, up 6.7%, while organic growth (which also factors out the impact of currency fluctuations) rose 7%. Net income grew 34.9% to \$512.3 million, which included gains from divestitures. Operating margin reached a lofty 15.7% vs. 15.1% in 2004. The largest geographic segment, North America, grew 7.2% in revenue as Europe hit 3.2% growth, Asia-Pacific 12.5% and Latin America 18.3%. Publicis credits a record new-business tally of \$9.8 billion in billings with driving 2005

performance and will heavily influence 2006 as new business comes on line. Publicis reports its operations by three segments—advertising, media and SAMs. On a worldwide basis, revenues grew 2% from advertising, media grew 11.1% and marketing services grew 14.1%. Publicis says there was a shift in spending from advertising to marketing services rather than reduced spending from clients. Chairman-CEO Maurice Levy says 2006 will be abetted by firmer markets in France and Germany and major sporting events including the Football World Cup the Winter Olympics. Publicis' biggest new-business gains included General Motor's North American media account and L'Oreal's European media duties, representing a combined \$3.5 billion in billings. In May 2005, Starcom MediaVest won the GM media-buying prize (except Europe) from incumbent Universal McCann, an account that contributed about \$50 million in revenue and \$5 million in annual net income at Interpublic. Also in May, Publicis launched agency Marcel in Paris to compete with midsize creative shops. Marcel, led by agency veterans Frederic Raillard and Farid Mokart, began with about 20 staffers and 10 accounts including business from Heinekin, Allied Domecq and Nestlé. Among new units launched at Publicis, David Droga at midyear began a new project described as "a unique creative company" focusing on more than advertising. Maurice Levy, Publicis's chairman and chief executive, also is directly involved in the venture. Mr. Droga was worldwide chief creative officer of Publicis Worldwide. Publicis Groupe this February launched Denuo, a consultancy staffed with marketing futurists to advise marketers on emerging digital technologies, design marketing programs and invest in media-technology startups. Publicis already has minority stakes in a number of new-technology startups, placing its execs on their boards. Startups so far include Brightcove, a Cambridge, Mass., Internet TV company, Lightningcast, a Washington-based company that provides software for broadband advertising, and Reactrix, a Redwood City, Calif., hi-tech company that projects images and games onto floors of stores, movie theaters and other highly trafficked venues. Denuo will serve as Publicis' investment vehicle for Internet-related operations, says Mr. Levy. Denuo's CEO is Rashid Tobaccowala, who reports to Jack Klues, chairman of Publicis Groupe Media, a position Mr. Klues rose to in October 2005 from chief executive Starcom MediaVest Group. Renetta McCann claimed his former post. She had been CEO of SMG/The Americas. Among Publicis' multiple acquisitions: Publicis Healthcare Communications Group acquired the 80% it didn't own in Pharmaconsult Healthcare Communications, whose offices, located in Barcelona and Madrid, were rebranded as Medicus (Madrid) and Saatchi & Saatchi Healthcare (Barcelona); in September, Publicis bought 50.1% of Freud Communications, a London PR firm that represents top celebrities (ex. Hugh Grant and Sylvester Stallone) in addition to clients AOL, Nescafe and Nike. Matthew Freud, grandson of Sigmund Freud, remains chairman. In November, iPublicis bought Solutions India, a direct-marketing agency. In March 2006, Publicis bought Betterway Marketing Solutions, a Shanghai-based marketing services agency. The acquisition came several months after Publicis boosted its sports-marketing operation in the region. In April 2006, Publicis acquired Brussels' creative hot shop, Duval Guillaume, with offices also in Antwerp, New York and Paris. The agency remains autonomous within Publicis Groupe.

**Top executive:** Maurice Levy, chmn & CEO

**Headquarters:** Publicis Groupe/133 Ave. des Champs-Elysees, Paris, France 75008 / Phone: 33-1-4443-7000 / Fax: 33-1-4443-7525 / URL: www.publicis.com

An asterisk (\*) indicates figures are Ad Age estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

## TRADITIONAL AGENCIES

### Publicis Groupe Advertising\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$2,685.4	\$2,632.4	2.0
U.S.	\$916.3	\$905.3	1.2
Non-U.S.	\$1,769.1	\$1,727.1	2.4

**Notes:** Publicis Groupe Advertising is an *Ad Age* construct and represents the estimated totals of Publicis Groupe's traditional advertising operations.

### Amazon Advertising\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$6.0	\$4.0	50.0
Employees	2005	2004	% chg
U.S.	.25	20	25.0
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Amazon, which specializes in marketing to women, was formed in 1996 by Lynda Pearson, creative director, and Millie Olson, president & CEO. Leo Burnett Worldwide acquired 35% of the agency in June 2002.

**Top Executive:** Millie Olson, pres, CEO & co-founder

**Headquarters:** Amazon Advertising / 415 Jackson St., 2nd Fl., San Francisco, Calif. 94111 / Phone: (415) 433-3004 / Fax: (415) 433-3002 / URL: www.amazonadv.com

### Beacon Communications\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$33.9	\$39.2	-13.5

**Notes:** Beacon was formed in 2001 as a merger of the Tokyo offices of D'Arcy and Leo Burnett with a third of the investment capital coming from Dentsu. The networks were encouraged to make such a move by common client Procter & Gamble. In addition to its own clients, Beacon handles Leo Burnett's brands and collaborates with Dentsu. Starcom handles media.

**Top Executive:** Megumi Niimura, chmn & representative dir

**Headquarters:** Beacon Communications / J.R. Tokyu Meguro Bldg., 3-1-1 Kami-Osaki, Shinagawa-ku, Shinagawa-ku, Tokyo, Japan 141-0021 / Phone: 81-3-5437-7200 / Fax: 81-3-5437-7955 / URL: www.beaconcom.co.jp

### Bromley Communications\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$40.0	\$39.5	1.3
Employees	2005	2004	% chg
U.S.	160	160	0.0
Offices	2005	2004	% chg
U.S.	4	1	300.0

**Notes:** Bromley is an Hispanic shop founded as Sosa & Associates in 1981 by Lionel Sosa. It morphed into Bromley Communications in 2000, named after its current head Ernest Bromley. In early 2004, Bromley and Miami-based Publicis Sanchez & Levitan merged, with Bromley the surviving name. PS&L, majority owned by Publicis, also

had offices in Los Angeles, Dallas and New York. The new, reconstituted Bromley is 49% owned by Publicis. Bromley's returns were flat in 2005 after receiving a sizable boost in revenue in 2004 when PS&L entered its books.

**Top Executive:** Ernest Bromley, pres & CEO

**Headquarters:** Bromley Communications / 401 E. Houston St., San Antonio, Texas 78205 / Phone: (210) 244-2000 / Fax: (210) 244-2401 / URL: www.bromleyville.com

### Buehler & Partners\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$2.4	\$2.8	-14.3

**Notes:** Buehler & Partners, founded in 1992 by Fred Buehler, and Chemistri, the Leo Burnett Detroit shop servicing General Motors Corp., linked up in an alliance in 2004 to serve their common client: GM. Buehler clients include Cadillac, Corvette, Chevrolet, Opel, Saab and Hummer. Buehler handles much of its pan-European work through independent agencies in Europe linked to Buehler through its New Edge Network.

**Top Executive:** Alfred P. Buehler, mg dir

**Headquarters:** Buehler & Partners / Hanauer Landstrasse 139-145/Hessen/D, Frankfurt, Germany 60314 / Phone: 49-69-40-50-02-0 / Fax: 49-69-40-50-02-20 / URL: www.buehlerandpartners.com

### Burrell Communications Group\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$32.2	\$28.0	15.0
Employees	2005	2004	% chg
U.S.	137	135	1.5
Offices	2005	2004	% chg
U.S.	2	2	0.0

**Notes:** Burrell Communications Group specializes in African-American consumer marketing. Publicis purchased 49% of Burrell in 2000. Burrell, a Procter & Gamble agency, works with general agencies on P&G accounts in Publicis Groupe. The agency has shops in Chicago and Atlanta. The company's two co-CEOs, Fay Ferguson and McGhee Williams Osse, both of whom worked their way up on the account management side, bought Thomas J. Burrell's 51% holding in 2004. Publicis owns the rest. Thomas J. Burrell retired in 2004.

**Top Executives:** McGhee Williams Osse, co-CEO; Fay Ferguson, co-CEO

**Headquarters:** Burrell Communications Group / 233 N. Michigan Ave., 29th Fl., Chicago, Ill. 60602 / Phone: (312) 297-9600 / Fax: (312) 297-9601 / URL: www.burrell.com

### Capps Digital

#### Agency totals

Employees	2005	2004	% chg
Worldwide	200	200	0.0
U.S.	200	185	8.1
Non-U.S.	0	15	NA
Offices	2005	2004	% chg
Worldwide	2	3	-33.3
U.S.	2	2	0.0
Non-U.S.	0	1	-100.0

An asterisk (\*) indicates figures are *Ad Age* estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Capps Digital is a pre-press services unit of Publicis Groupe, producing presentation materials, print advertising and packaging, direct mail and point-of-sale, banners and billboards, retail graphics and PowerPoint presentations.

**Top Executive:** Brent Montcrief, pres & CEO

**Headquarters:** Capps Digital / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-0990 / Fax: (312) 220-1990 / URL: www.cappsdigital.com

## Conill\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$14.5	\$11.0	31.8
Employees	2005	2004	% chg
U.S. ....	.80	69	15.9
Offices	2005	2004	% chg
U.S. ....	.3	3	0.0

**Notes:** Conill is an Hispanic agency with offices in New York, Miami and Torrance, Calif. The agency became the U.S. presence of Nazca Saatchi & Saatchi, the international network covering the Caribbean, Latin America and New Zealand, in 2001. Conill, founded as Mestre Conill in Cuba in 1952, opened in New York in 1968.

**Top Executive:** Cynthia McFarlane, exec VP & mg dir

**Headquarters:** Conill / 375 Hudson St., 12th Fl., New York, N.Y. 10014-3660 / Phone: (212) 463-2500 / Fax: (212) 463-2509 / URL: www.conill-ideas.com

## Fallon Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$69.4	\$80.0	-13.3
U.S. ....	\$61.3	\$70.5	-13.0
Non-U.S. ....	\$8.1	\$9.5	-14.7
Employees	2005	2004	% chg
Worldwide .....	485	490	-1.0
U.S. ....	300	326	-8.0
Non-U.S. ....	185	164	12.8
Offices	2005	2004	% chg
Worldwide .....	.7	8	-12.5
U.S. ....	.1	2	-50.0
Non-U.S. ....	.6	6	0.0

**Notes:** Fallon, a traditional agency, is a multi-hub creative network at Publicis. The agency is facing numerous challenges created by account defections and changes in its executive suite. Fallon lost BMW North America and Dyson Vacuum Cleaners in June 2005, Lee Jeans in September and Sony Electronics in November. In January 2006, Pat Fallon fired North American executive creative director Paul Silburn, identifying him as a brilliant creative, international talent and great guy, but the agency needed a change "and that change called for decisiveness." Mr. Fallon is betting on Kerry Feuerman to deliver that decisiveness. Most recently, Mr. Feuerman was group creative director on the U.S. Army account at Leo Burnett. He replaced Mr. Silburn in March shortly after Pat Fallon brought back Bill Westbrook, former president and creative director from 1993 to 1999, as vice chairman, a new position. Mr. Westbrook's appointment initially was to fill the vacuum left by the departing Mr. Silburn. Mr. Westbrook assisted in the hiring of Mr. Feuerman, but he is not expected to be named heir-apparent to Mr. Fallon. The agency is presently conducting that search. In other moves in the executive suite, Fallon replaced Bruce Bildsten, executive creative director from 1998 until August 2005 in the Minneapolis

office, with two co-creative directors: Roger Camp, a creative director from Wieden & Kennedy, Portland, and Mark Taylor, art director from Crispin, Porter & Bogusky, Miami. Mr. Bildsten resigned to seek the senior creative post at another agency. Mike Buchner became worldwide COO in January 2006 when David Dabill left that post to join Toy, a New York-based agency startup. Mr. Buchner previously was Minneapolis general manager and director of account services. At the same time, Steve Waring, CFO of Fallon in London, was bumped up to worldwide CFO. Fallon shuttered its full-service, 35-employee operation in New York in July 2005. The decision came several months after Pat Fallon was told by New York President Anne Bologna and Ari Merkin, executive creative director, their plans to form their own venture. They soon opened Toy, a New York boutique agency, with several other partners including Mr. Dabill. Pat Fallon noted in announcing the New York closure that the office struggled over its 10-year history. Prospective clients were either too large for the New York shop or presented conflicts with accounts handled at the main shop in Minneapolis. New York accounts included Starbuck's Frappuccino coffee drinks, SoBe beverages, Georgia-Pacific (Brawny), Time magazine, Magazine Publishers of America, and Virgin Mobile. The agency's other offices are in London, Hong Kong, Sao Paolo, Singapore and Tokyo. Big changes began at Fallon in 2004 when the agency lost its CMO of 11 years, Mark Goldstein, who became global CMO at Lowe Worldwide in New York, and David Lubars, its president and chief creative officer, who departed to take the lead creative duties at BBDO, New York.

**Top Executive:** Pat Fallon, chmn

**Headquarters:** Fallon Worldwide / 50 S. Sixth St., Minneapolis, Minn. 55402 / Phone: (612) 758-2345 / Fax: (612) 758-2346 / URL: www.fallon.com

## Kaplan Thaler Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$42.7	\$34.7	23.0
Employees	2005	2004	% chg
U.S. ....	160	125	28.0
Offices	2005	2004	% chg
U.S. ....	.1	1	0.0

**Notes:** Kaplan Thaler Group, a traditional agency founded in 1997 by Linda Kaplan Thaler (formerly of JWT and Wells, Rich Greene/BDDP), contains the remnants of Ayer, merged into Kaplan in 2001 by Bcom3 Group, its parent at the time. Robin Koval was named to the new position of president in August 2005. She joined the shop in 1997 as CMO and general manager. Also, in 2005 the agency launched a buzz unit (street teams, events, PR) to develop non-traditional marketing, and Linda Kaplan Thaler starred in the cable channel Oxygen reality show.

**Top Executive:** Linda Kaplan Thaler, CEO & chief creative officer

**Headquarters:** Kaplan Thaler Group / 825 Eighth Ave., 34th fl, New York, N.Y. 10019-7498 / Phone: (212) 474-5000 / Fax: (212) 474-5702 / URL: www.kaplanthaler.com

## Lapiz\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$18.2	\$16.3	11.7
Employees	2005	2004	% chg
U.S. ....	35	31	12.9
Offices	2005	2004	% chg
U.S. ....	.1	1	0.0



# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Lapiz was originally formed as the Hispanic division of Leo Burnett USA and established its independence in 1999, although it continues to operate within the Leo Burnett Worldwide network.

**Top Executive:** Dolores Kunda, pres & CEO

**Headquarters:** Lapiz / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-5000 / Fax: (312) 220-6212 / URL: [www.lapiz-advertising.com](http://www.lapiz-advertising.com)

## Leo Burnett Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$807.3	\$791.5	2.0
U.S.	\$353.2	\$341.8	3.3
Non-U.S.	\$454.1	\$449.7	1.0
Employees	2005	2004	% chg
Worldwide	7,909	7,918	-0.1
U.S.	1,292	1,315	-1.7
Non-U.S.	6,617	6,603	0.2
Offices	2005	2004	% chg
Worldwide	102	103	-1.0
U.S.	8	8	0.0
Non-U.S.	94	95	-1.1

**Notes:** Leo Burnett Worldwide, an agency network with 94 offices in 82 countries, includes Leo Burnett USA, Leo Burnett global network, and Lapiz, the U.S. Hispanic shop. Burnett has a partner relationship with Arc Worldwide, the Publicis marketing services unit. Publicis Groupe's Chemistri, a Troy, Mich.-based dedicated General Motors Corp. ad agency, changed its name in September 2005 to Leo Burnett Detroit. An independent Leo Burnett operating unit since 2003, Chemistri had been working more closely with Leo Burnett USA, Chicago, since Tom Bernardin became chairman & CEO of Leo Burnett Worldwide in mid-2004. It is part of Leo Burnett Worldwide. Burnett acquire 51% of Geller-Nessis Marketing & Communication, Tel Aviv, in early 2006. Geller-Nessis has been servicing Procter & Gamble among other clients for more than 20 years. Burnett is a P&G shop. Publicis Groupe also is present in the Israeli market through majority-owned Publicis Ariely and affiliate Saatchi & Saatchi BBR. Mark Tutssel in January 2005 became deputy chief creative officer of Leo Burnett Worldwide. A 19-year veteran of the agency, Mr. Tutssel was previously vice chairman/deputy chief creative officer Leo Burnett USA. John Condon in March 2006 became creative leader of Leo Burnett USA, replacing Cheryl Berman who remains chairman of Leo Burnett USA, and also chairman of Leo Burnett North America. Mr. Condon was a group creative director. Pat Goggin, senior vice president and account director at Leo Burnett Frankfurt, became Burnett's director for global growth earlier this year. He is based in Chicago. Alexandre Okada in March 2005 became regional creative director for Leo Burnett Latin America, replacing Raul Lopez Rossi who continues as a consultant. Mr. Okada was previously with Leo Burnett Lisbon.

**Top Executive:** Tom Bernardin, chmn & CEO-WW

**Headquarters:** Leo Burnett Worldwide / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-5959 / Fax: (312) 220-6533 / URL: [www.leoburnett.com](http://www.leoburnett.com)

## Publicis\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,083.2	\$1,037.3	4.4
U.S.	\$195.7	\$184.7	6.0
Non-U.S.	\$887.5	\$852.6	4.1

Offices	2005	2004	% chg
Worldwide	256	256	0.0
U.S.	11	11	0.0
Non-U.S.	245	245	0.0

**Notes:** The Publicis agency network has 256 offices in 83 countries. New York-based Publicis USA, its largest member, also includes offices in Dallas, Seattle, Indianapolis, Miami, Salt Lake City, Los Angeles, San Francisco, Irvine, Calif., and Boise, Idaho. Marketing services agency Publicis Dialog is consolidated into Publicis' P&L, although in this report its figures are separate from those of Publicis in order to isolate Publicis' advertising and media revenue. Hispanic agency Bromley Communications, 49% owned by parent Publicis Groupe, is a Publicis USA company. In 2005, Publicis USA launched Publicis Retail Connections, a New York specialty unit devoted to shopper marketing. The new position of chief holistic officer was created and awarded to Debbie Yount, also named CEO of Publicis Dialog USA. Her "holistic" title is a charge to view all client business from a media-neutral standpoint. In a restructuring of Publicis Mid America, Dallas, Mark Bateman got the CEO title from Steve Price, who remained chairman, a move to give Mr. Price broader U.S. responsibilities and time to focus on strategic leadership of key clients. Bob Moore served as chairperson for Publicis North America's newly formed Creative Council. David Droga at midyear 2005 bowed out as worldwide chief creative officer of Publicis and began a non-advertising project with Publicis Groupe, described as "a unique creative company" focusing on more than advertising.

**Top Executives:** Maurice Levy, CEO-WW; Susan Gianinno, chmn & CEO-Publicis N. Amer.

**Headquarters:** Publicis Groupe/133 Ave. des Champs-Elysees, Paris, France 75008 / Phone: 33-1-4443-7000 / Fax: 33-1-4443-7525 / URL: [www.publicis.com](http://www.publicis.com)

**U.S. Headquarters:** Publicis / 4 Herald Square, 950 Sixth Ave., New York, N.Y. 10001 / Phone: (212) 279-5550 / Fax: (212) 279-5560 / URL: [www.publicis-usa.com](http://www.publicis-usa.com)

## Publicis-Graphics\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$25.2	\$25.2	0.0
Employees	2005	2004	% chg
Worldwide	420	300	40.0
Offices	2005	2004	% chg
Worldwide	17	16	6.3

**Notes:** Publicis-Graphics, founded as Lebanese agency Publi-Graphics in 1973, is a Middle East network of 17 offices in 11 cities that also houses four independent specialist companies: Optimedia, eworks, Dialog and Headline PR. The agency also has a Paris office. Publicis has owned 60% of the network since 2000, and Mustapha Assad, president & CEO, owns the rest.

**Top Executive:** Mustapha Assad, pres & CEO

**Headquarters:** Publicis-Graphics / Omar Saab Bldg., Rachid Karame St., Verdun, P.O. Box 6716, Beirut, Lebanon / Phone: 9611-354-111 / Fax: 9611-349-023 / URL: [www.publicisgraphics.com](http://www.publicisgraphics.com)

## Saatchi & Saatchi\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$551.8	\$513.9	7.4
U.S.	\$193.9	\$179.5	8.0
Non-U.S.	\$357.9	\$334.4	7.0

An asterisk (\*) indicates figures are *Ad Age* estimates.



# Special Report AGENCY PROFILES SUPPLEMENT

Employees	2005	2004	% chg
Worldwide	6,947	6,780	2.5
U.S.	1,367	1,430	-4.4
Non-U.S.	5,580	5,350	4.3
Offices	2005	2004	% chg
Worldwide	143	132	8.3
U.S.	21	21	0.0
Non-U.S.	122	111	9.9

**Notes:** Saatchi & Saatchi Worldwide includes three U.S. agencies, Saatchi U.S., Team One in El Segundo, Calif., and Conill, the Hispanic shop based in New York. Saatchi U.S. includes Saatchi traditional advertising offices in New York and Torrance, Calif., Saatchi & Saatchi Rowland, a B2B and Yellow Pages shop in Fairport, N.Y., and Saatchi & Saatchi X, a shopper marketing unit. Saatchi's Torrance office has weathered two big departures. David Murphy became president of Saatchi's Torrance office in December 2005, succeeding Rich Anderman, who left in November. Also leaving in November was Steve Rabosky, chief creative officer, who was succeeded by Harvey Marco, executive creative director at that office. David Murphy's previous post was North American managing partner at Young & Rubicam, responsible for Y&R and Wunderman in Irvine, Calif.

**Top Executive:** Kevin Roberts, CEO

**Headquarters:** Saatchi & Saatchi / 375 Hudson St., New York, N.Y. 10014-3620 / Phone: (212) 463-2000 / Fax: (212) 463-9856 / URL: www.saatchi.com

## Team One Advertising\*

Agency totals	2005	2004	% chg
<b>Revenue (\$ in millions)</b>			
U.S.	\$55.0	\$52.4	5.0
<b>Employees</b>			
U.S.	268	241	11.2
<b>Offices</b>			
U.S.	1	1	0.0

**Notes:** El Segundo, Calif.-based Team One, a traditional agency, operates field offices in Atlanta, Tarrytown, N.Y., Washington, Naperville, Ill., and Brussels, Belgium. Team One's primary client is Toyota Motor Corp.'s Lexus division.

**Top Executive:** Brian Sheehan, CEO

**Headquarters:** Team One Advertising / 1960 E. Grand Ave., El Segundo, Calif. 90245 / Phone: (310) 615-2000 / Fax: (310) 322-7565 / URL: www.teamoneadv.com

## Vigilante\*

Agency totals	2005	2004	% chg
<b>Employees</b>			
U.S.	28	30	-6.7
<b>Offices</b>			
U.S.	1	1	0.0

**Notes:** Vigilante is an urban advertising marketing agency established in 1997. It is part of Leo Burnett Worldwide and in Leo Burnett USA figures. Its executions include advertising, sales promotion, events, street and entertainment marketing, media planning, strategic planning and research. Vigilante has an African-American market segment. Danny Robinson, agency co-founder and chief creative officer, left the agency in late 2004 to join Martin Agency. Valerie Graves in 2005 became chief creative officer, replacing Mr. Robinson. Ms. Graves was working as a consultant at the time. Previously she worked at UniWorld Group.

**Top Executive:** Larry Woodard, pres & CEO

**Headquarters:** Vigilante / 41 Madison Ave., 27th flr., New York, N.Y. 10010 / Phone: (212) 545-2850 / Fax: (212) 545-2855 / URL: www.vigilantenyc.com

## INTEGRATED MARKETING AGENCIES

### Publicis Specialized Agencies & Marketing Services\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,201.0	\$1,053.0	14.1
U.S.	\$615.1	\$554.5	10.9
Non-U.S.	\$585.9	\$498.5	17.5

**Notes:** Publicis Specialized Agencies and Marketing Services is an *Ad Age* construct and represents the estimated totals of Publicis Groupe's marketing services and specialty operations.

### Arc Worldwide\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$189.9	\$153.5	23.7
U.S.	\$114.8	\$98.2	16.9
Non-U.S.	\$75.1	\$55.3	35.8
<b>Employees</b>			
Worldwide	1,313	1,324	-0.8
U.S.	586	485	20.8
Non-U.S.	727	839	-13.3
<b>Offices</b>			
Worldwide	39	32	21.9
U.S.	3	4	-25.0
Non-U.S.	36	28	28.6

**Notes:** Arc Worldwide, founded in 2004, provides services in four basic areas: direct/database, interactive, promotional, and shopper marketing (in-store, retail). Arc is the merger of Publicis units: Frankel, a U.S. sales promotion shop; iLeo (North America and Asia), Semaphore Partners (formerly NOVO/Giant Step), Arc Marketing and Arc Interactive (in Europe). The group, which operates in 35 countries, serves as a worldwide integrated marketing network for Publicis and reports through Leo Burnett Worldwide. Marc Landsberg, president of Arc Worldwide, assumed full leadership duties in September 2005, working directly with Tom Bernardin, chairman-CEO of Leo Burnett Worldwide. His appointment as president came a month after Nick Brien left Arc Worldwide as CEO to become CEO-president of Universal McCann. Arc branched out in 2005, opening offices in Kuala Lumpur in February, New York in June and San Francisco in July. Arc also merged its Greenwich, Conn., offices into New York in 2005. In January 2006, it opened an office within Leo Burnett Detroit to gain proximity to joint clients like General Motors Corp. that Arc has worked with from its Chicago and New York offices. Arc Detroit's focus is on idea generation rather than advertising. Matt Stoll, senior VP, is head of Arc Detroit, joining the shop from JWT Detroit.

**Top Executive:** Marc Landsberg, pres

**Headquarters:** Arc Worldwide / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-3200 / Fax: (312) 220-3212 / URL: www.arcww.com

An asterisk (\*) indicates figures are *Ad Age* estimates.

# Special Report AGENCY PROFILES SUPPLEMENT

## Denuo

### Agency totals

Employees	2005	2004	% chg
U.S. ....	15	NA	NA
Offices	2005	2004	% chg
U.S. ....	1	NA	NA

**Notes:** Denuo was launched in February 2006 by Publicis Groupe as a consultancy staffed with marketing futurists to advise marketers on emerging digital technologies, design marketing programs and invest in media-technology startups. Denuo is headed by Rishad Tobaccowala, a specialist in spotting the intersection of marketing and new technologies like wireless devices, video-on-demand, blogs, podcasts, etc. He serves simultaneously as chief innovation officer at Publicis Groupe Media. A staff of 14 executives from different specialties has been assembled by Mr. Tobaccowala. Denuo will serve as Publicis' investment vehicle for all Internet-related operations. Mr. Tobaccowala reports to Jack Klues, chairman of Publicis Groupe Media. Denuo so far has offices in Chicago, New York, Los Angeles and Mexico City. Denuo means "anew" in Latin and rhymes with anew.

**Top Executive:** Rishad Tobaccowala, CEO

**Headquarters:** Denuo / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-4673 / Fax: (312) 220-6549 / URL: www.denuogroup.com

## Publicis Dialog\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$64.1	\$55.4	15.7

**Notes:** Publicis Dialog is an integrated marketing agency involved in direct marketing, sales promotion, investor relations, interactive and event marketing, PR and advertising. Dialog has offices in New York, San Francisco, Southern California (Irvine and Glendale), Dallas and Seattle. In a strategic move designed to encourage the cross-fertilization of creative ideas across marketing disciplines, Ted Barton, a creative, was placed in charge of Publicis Dialog San Francisco. At Publicis Dialog New York, Chris Matyszczyk, became executive creative director. Dialog CEO Debbie Yount was given the additional title of chief holistic officer of Publicis Worldwide and charged with viewing all client business from a media-neutral standpoint.

**Top Executive:** Debbie Yount, CEO

**Headquarters:** Publicis Dialog / 4 Herald Square, 950 Sixth Ave., New York, N.Y. 10001 / Phone: (212) 279-6950 / Fax: (212) 279-6960 / URL: www.publicisdialog.com

## Relay Sponsorship & Event Marketing

### Agency totals

Employees	2005	2004	% chg
Worldwide .....	143	119	20.2
Offices	2005	2004	% chg
Worldwide .....	6	5	20.0

**Notes:** Relay opened an office in Beijing in the summer of 2005 and also took over the China operations of Publicis sports-marketing firm, Zsports. Relay handles projects for the National Basketball Association, introducing the NBA Jam Van mobile marketing unit to the region.

**Top Executive:** Wally Hayward, CEO

**Headquarters:** Relay Sponsorship & Event Marketing / 303 E. Wacker Dr., Ste. 400, Chicago, Ill. 60601 / Phone: (312) 297-1400 / Fax: (312) 297-1401 / URL: www.relayworldwide.com

## Saatchi & Saatchi X\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$58.2	\$50.0	16.4
U.S. ....	\$36.0	\$30.0	20.0
Non-U.S. ....	\$22.2	\$20.0	11.0

Employees	2005	2004	% chg
Worldwide .....	160	160	0.0

Offices	2005	2004	% chg
Worldwide .....	9	9	0.0

U.S.	2005	2004	% chg
U.S. ....	3	3	0.0

Non-U.S.	2005	2004	% chg
Non-U.S. ....	6	6	0.0

**Notes:** Saatchi & Saatchi X is a marketing unit that delves in shopper insights and store-centric promotions to turn shoppers into buyers. The unit was the former Thompson Murray shop, Fayetteville, Ark., bought by Saatchi in June 2004. Under Saatchi, S&S X has expanded abroad. Its U.S. offices are Cincinnati, New York and its headquarters, Springdale, Ark., which is not far from Bentonville, home of Wal-Mart Corp. S&S X is a separate business unit that consolidates into Saatchi & Saatchi Worldwide, however, in this report it stands alone as a discipline. The shop is run by Andy Murray, CEO.

**Top Executive:** Andy Murray, CEO

**Headquarters:** Saatchi & Saatchi X / 605 Lakeview Dr., Springdale, Ark. 72764 / Phone: (479) 575-0200 / Fax: (479) 725-1136 / URL: www.saatchi.com

## HEALTHCARE AGENCIES

### Publicis Healthcare Communications Group\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$324.7	\$303.5	7.0
U.S. ....	\$287.0	\$268.3	7.0
Non-U.S. ....	\$37.7	\$35.2	7.1

**Notes:** Publicis Healthcare Communications Group (PHCG) includes six operating units: advertising, medical education, sales & marketing services, medical & scientific affairs, healthcare consulting and PHCG International. The advertising side comprises 10 agencies: iMed Studios, Medicus Canada and MedicusNY, Nelson Communications and LifeBrands (a newly formed merged group), Williams-Labadie, and Saatchi and Saatchi Healthcare Communications Group, a collection of four ad agencies—Saatchi & Saatchi Healthcare Advertising (formerly Klemtner), Saatchi & Saatchi Healthcare ATG, Saatchi & Saatchi Healthcare Innovations and Saatchi & Saatchi Consumer Healthcare. Figures are estimated by *Ad Age*.

**Top Executive:** Nick Colucci, pres & chief operating officer

**Headquarters:** Publicis Healthcare Communications Group / 41 Madison Ave., New York, N.Y. 10010 / Phone: (212) 448-5231 / Fax: (212) 684-3478 / URL: www.publicishealthcare.com

### Medicus Group International

**Notes:** Medicus is part of Publicis Healthcare Communications Group, an international healthcare agency network. In the U.S. the agency comprises New York-based Medicus (healthcare advertising and promotion); Discovery International (healthcare education), Chicago; Total Learning Concepts (healthcare sales training), Boston; HealthTech Solutions (healthcare technology), St. Louis; Medicus International (international/global healthcare promotion), New York and London, and Life Brands (specialty health communication), Sydney.

# Special Report AGENCY PROFILES SUPPLEMENT

**Top Executive:** Lisa Ebert, mg dir

**Headquarters:** Medicus Group International / 1675 Broadway, 5th Fl., New York, N.Y. 10019 / Phone: (212) 468-3100 / Fax: (212) 468-3187 / URL: www.medicusgroup.com

## Nelson Communications Worldwide

**Notes:** Nelson Communications is a full-service medical marketing and communications company that is a member of the Publicis Healthcare Group (PHG). Nelson was acquired by Publicis in 2000. Nelson has a Hispanic division, Bienestar LCG Communications, Lawrenceville, N.J.

**Top Executive:** Fred Kellogg, chmn & CEO

**Headquarters:** Nelson Communications Worldwide / 105 Madison Ave., 18th Fl., New York, N.Y. 10016 / Phone: (212) 684-0909 / Fax: (212) 213-4694 / URL: www.nelsoncomm.com

## Williams-Labadie

### Agency totals

Employees	2005	2004	% chg
U.S.	.64	65	-1.5

Offices	2005	2004	% chg
U.S.	.1	1	0.0

**Notes:** Williams-Labadie, founded in 1990, is a member of Publicis Healthcare Communications Group. The agency specializes in health-care advertising aimed at consumers and healthcare professionals.

**Top Executive:** Peter Labadie, CEO

**Headquarters:** Williams-Labadie / 57 W. Grand Ave., Chicago, Ill. 60610 / Phone: (312) 222-5800 / Fax: (312) 222-2530 / URL: www.willab.com

## MEDIA SPECIALIST AGENCIES

### Publicis Groupe Media\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,220.8	\$1,098.8	11.1
U.S.	\$650.3	\$574.8	13.1
Non-U.S.	\$570.5	\$524.0	8.9

**Notes:** Publicis Groupe Media is an *Ad Age* construct and represents the estimated totals of Publicis Groupe's media buying and planning operations.

### GM Planworks

#### Agency totals

Employees	2005	2004	% chg
U.S.	.502	317	58.4

**Notes:** GM Planworks, Starcom MediaVest's media services division dedicated to General Motors, boosted employment in early October 2005 by several hundred in existing offices in Chicago and Detroit and in new offices in New York, Dallas, Los Angeles and Atlanta to accommodate gaining the GM media-buying business from LCI and GM Mediaworks. Planworks had handled the planning portion of GM's media business since 2000.

**Top Executive:** Dennis Donlin, pres

**Headquarters:** GM Planworks / 150 W. Jefferson, Ste. 400, Detroit, Mich. 48226 / Phone: (313) 964-0318

### Halogen

#### Agency totals

Employees	2005	2004	% chg
U.S.	.23	22	4.5

Offices	2005	2004	% chg
Worldwide	.3	4	-25.0
U.S.	.3	3	0.0
Non-U.S.	.0	1	-100.0

**Notes:** Halogen is a direct response media specialist company.

**Top Executive:** John McNamara, CEO

**Headquarters:** Halogen / 1675 Broadway, New York, N.Y. 10019 / Phone: (212) 468-3589 / Fax: (212) 468-3940 / URL: www.halogenresponse.com

### MediaVest USA\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$147.0	\$136.1	8.0

Employees	2005	2004	% chg
U.S.	.560	520	7.7

Offices	2005	2004	% chg
U.S.	.3	3	0.0

**Notes:** MediaVest USA is a media specialist company. MediaVest and its sibling U.S. company, Starcom, are known as Starcom MediaVest Group on a worldwide basis. Figures in this report for MediaVest are based on projected billings from Recma. MediaVest was founded as the unbundled media unit of D'Arcy, an agency network formerly part of Bcom3, and dissolved at Bcom3's merger with Publicis Groupe.

**Top Executive:** Laura Desmond, CEO-MediaVest USA

**Headquarters:** MediaVest USA / 1675 Broadway, New York, NY 10019 / Phone: (212) 468-4000 / Fax: (212) 468-3020 / URL: www.mediavestww.com

### Optimedia International U.S.\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$80.4	\$72.4	11.0

Employees	2005	2004	% chg
U.S.	.235	208	13.0

Offices	2005	2004	% chg
U.S.	.5	5	0.0

**Notes:** Optimedia International U.S., a media specialist company, is one of two operating units of ZenithOptimedia. The other is Zenith Media. Optimedia came into the combo as the unbundled media service for Publicis Worldwide; Zenith is the unbundled unit of Saatchi & Saatchi. Revenues are estimates based on billings projections by Recma.

**Top Executive:** Michael Drexler, CEO-ZenithOptimedia Group

**Headquarters:** Optimedia International U.S. / 375 Hudson St., New York, N.Y. 10014 / Phone: (212) 820-3200 / Fax: (212) 820-3300 / URL: www.zenithoptimedia.com

### SMG Directory Marketing

#### Agency totals

Employees	2005	2004	% chg
U.S.	.70	51	37.3

Offices	2005	2004	% chg
U.S.	.3	3	0.0

**Notes:** SMG Directory Marketing is a directory advertising media unit.

**Top Executive:** Kathleen DeCaire-Aden, CEO

**Headquarters:** SMG Directory Marketing / 3000 Lakeside Dr, Ste. 305 S, Bannockburn, Ill. 60015 / Phone: (847) 559-1970 / Fax: (847) 559-1682 / URL: www.smgdm.com



# Special Report AGENCY PROFILES SUPPLEMENT

## Starcom IP

### Agency totals

Employees	2005	2004	% chg
U.S.	.94	NA	NA

**Notes:** SMG IP is involved in interactive media for Starcom.

**Top Executive:** Jeff Marshall, sr VP & mg dir

**Headquarters:** Starcom IP / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-3535 / Fax: (312) 220-1515 / URL: www.starcomip.com

## Starcom MediaVest Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$667.7	\$603.2	10.7
U.S.	\$422.1	\$369.3	14.3
Non-U.S.	\$245.6	\$233.9	5.0
Employees	2005	2004	% chg
Worldwide	5,248	4,745	10.6
U.S.	1,951	1,548	26.0
Non-U.S.	3,297	3,197	3.1
Offices	2005	2004	% chg
Worldwide	108	108	0.0
U.S.	14	14	0.0
Non-U.S.	94	94	0.0

**Notes:** Starcom MediaVest Group (SMG) is a full-service media company. The U.S. revenue shown is the sum of Starcom and MediaVest operations in the U.S. At the international level, Starcom and MediaVest operations are merged as SMG. SMG includes: Starcom USA, Chicago; MediaVest USA, New York; GM Planworks, Chicago; Tapestry, a Chicago-based multicultural unit; StarLink Worldwide, Chicago, a unit for small to mid-sized ad agencies and media buying, planning and strategy services; Halogen, a New York-based direct response unit; SMG Directory Marketing, Northbrook, Ill.; Play, Chicago-based videogame marketing specialist; Starcom IP, Chicago, a digital and online media company. Jack Klues was promoted to chief executive of Publicis Group Media (PGM) in October 2005. His position as chief executive of Starcom MediaVest Group was awarded to Renetta McCann, then CEO of SMG/The Americas. Revenues are estimates based on projected billings from Recma.

**Top Executive:** Renatta McCann, CEO-Starcom MediaVest Group WW

**Headquarters:** Starcom MediaVest Group / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-3535 / Fax: (312) 220-6530 / URL: www.smvgroup.com

## Starcom USA\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$520.7	\$467.1	11.5
U.S.	\$275.1	\$233.2	18.0
Non-U.S.	\$245.6	\$233.9	5.0
Employees	2005	2004	% chg
Worldwide	819	670	22.2

**Notes:** Starcom USA is a media specialist company. Its U.S. numbers and those of MediaVest are part of worldwide billings of Starcom MediaVest. John Muszynski became CEO of Starcom USA in 2005. Revenues are estimates based on projected billings by Recma.

**Top Executive:** John Muszynski, CEO

**Headquarters:** Starcom USA / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-3535 / Fax: (312) 220-6511 / URL: www.smvgroup.com

## StarLink

### Agency totals

Employees	2005	2004	% chg
U.S.	.70	50	40.0
Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** StarLink within SMG is a media services firm serving small to mid-sized clients.

**Top Executive:** Ken Zasky, pres

**Headquarters:** StarLink / 222 Merchandise Mart Plaza, Ste. 2100, Chicago, Ill. 60654 / Phone: (312) 970-8400 / Fax: (312) 970-8464 / URL: www.starlinkworldwide.com

## Tapestry

### Agency totals

Employees	2005	2004	% chg
U.S.	.60	40	50.0
Offices	2005	2004	% chg
U.S.	.2	2	0.0

**Notes:** Tapestry is a multicultural media buying and planning division of Starcom MediaVest Group.

**Top Executive:** Monica Gadsby, CEO & mg dir

**Headquarters:** Tapestry / 35 W. Wacker Dr., Chicago, Ill. 60601 / Phone: (312) 220-5300 / Fax: (312) 220-6561 / URL: www.tapestry-partners.com

## Zenith Media USA\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$147.8	\$133.2	11.0
Employees	2005	2004	% chg
U.S.	.650	587	10.7
Offices	2005	2004	% chg
U.S.	.13	11	18.2

**Notes:** Zenith Media USA is a media specialist company that came out of Saatchi & Saatchi Advertising and the former Cordiant Communications Group (Bates Worldwide). Zenith is not shown with non-U.S. results because its U.S. operations and the U.S. offices of Optimedia International U.S. are merged to form ZenithOptimedia Group on a worldwide basis. In 2005, Tim Jones was named CEO, ZenithOptimedia USA from chief strategy officer, and Wendy Marquardt became COO, Zenith Media USA, and president of Verizon Group. Zenith also during the year entered into partnership with The Firm, a talent management company in branded entertainment, and with Cunning, a word-of-mouth/experiential marketing agency. The media specialist company also opened three full-service operations in Los Angeles, Miami and San Francisco.

**Top Executive:** Tim Jones, CEO-ZenithOptimedia USA

**Headquarters:** Zenith Media USA / 299 W. Houston St., New York, N.Y. 10014 / Phone: (212) 859-5100 / Fax: (212) 727-9495 / URL: www.zenithoptimedia.com

## ZenithOptimedia\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$553.0	\$495.6	11.6
U.S.	\$228.2	\$205.6	11.0
Non-U.S.	\$324.8	\$290.0	12.0

# Special Report AGENCY PROFILES SUPPLEMENT

Offices	2005	2004	% chg
Worldwide	162	169	-4.1
U.S.	16	16	0.0
Non-U.S.	146	153	-4.6

**Notes:** ZenithOptimedia is a media services company with 162 offices in 59 countries. In the U.S., the company operates as separate media agencies (Zenith Media USA and Optimedia International U.S.) in separate offices, each with its own management group and independent IT systems. U.S. revenue in the table is the sum of Zenith Media and Optimedia International U.S. Tim Jones became CEO of ZenithOptimedia in August 2005 when Rich Hamilton, then CEO of the Americas, took a leave of absence for "personal reasons." Mr. Jones had been chief strategy officer for ZenithOptimedia USA. Mr. Hamilton then left the company for good in March 2006 to pursue other opportunities. ZenithOptimedia in May 2005 opened operations in Korea at the offices of the Welcomm agency in Seoul. The shop is called Welcomm ZenithOptimedia. Revenues are estimates based on projected billings from Recma.

**Top Executives:** Steve King, CEO-ZenithOptimedia WW; Tim Jones, CEO-Americas

**Headquarters:** ZenithOptimedia / 23 Howland St., London, United Kingdom W1T 4AY / Phone: 44-20-7961-1000 / Fax: 44-20-7961-1113 / URL: www.zenithmedia.com

## PUBLIC RELATIONS AGENCIES

### Publicis PR Corporate Communications Group\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$228.0	\$205.9	10.7
U.S.	\$81.3	\$72.6	12.0
Non-U.S.	\$146.7	\$133.3	10.1

### Manning, Selvage & Lee

**Agency totals**

Offices	2005	2004	% chg
Worldwide	35	35	0.0
U.S.	10	10	0.0
Non-U.S.	25	25	0.0

**Notes:** MS&L is an international PR agency. It specializes in healthcare, corporate, consumer marketing and technology. Mark Hass was promoted to CEO in April 2005 when Louis Capozzi, former MS&L chairman & CEO, was moved to chair the newly formed Publicis Public Relations Corporate Communications Group, an amalgam of PR, public affairs and corporate communications resources covering 25 countries.

**Top Executive:** Mark Hass, CEO

**Headquarters:** Manning, Selvage & Lee / 1675 Madison Ave., New York, N.Y. 10019 / Phone: (212) 468-4200 / Fax: (212) 213-7188 / URL: www.mslpr.com

## 29 Richards Group

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$148.0	\$134.0	10.4
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	665	575	15.7
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	6	6	0.0

**Notes:** Richards Group is a traditional ad agency that includes sizable components in sales promotion (Latitude division), interactive (Click Here) and PR (Richards/Gravelle). The agency has a 40% ownership interest and 51% of the voting stock of Los Angeles affiliate, Grupo Gallegos, which handles marketing aimed at Spanish-speaking consumers. Richards Group operates a number of service offices to handle its Hyundai account won in 2002. Account management personnel Stephen Cannon, Lance Miceli and Doug Martin, recently were named agency principals, bringing the total to 22. Richard's PR arm, Richards/Gravelle, in early 2005 launched CauseCentric Branding to bring strategic focus to the philanthropic, cause marketing and social responsibility initiatives of corporations.

**Top executive:** Stan Richards, pres

**Headquarters:** Richards Group/8750 N. Central Expressway, Ste. 1200, Dallas, Texas 75231-6437/Phone: (214) 891-5700/Fax: (214) 891-5289/ URL: www.richards.com

## MEDIA SPECIALIST AGENCIES

### Richards Media

**Agency totals**

Billings (\$ in millions)	2005	2004	% chg
U.S.	\$618.6	\$594.6	4.0
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	63	55	14.5
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	1	1	0.0

**Notes:** Richards Media is a media specialist company. It largely buys and plans media for Richards Group AOR clients, although about 12% of its business is independent of agencies.

**Top Executive:** Larry Spiegel, principal

**Headquarters:** Richards Media / 8750 N. Central Expressway, Dallas, Texas 75231 / Phone: (214) 891-5700 / Fax: (214) 891-3585 / URL: www.richards.com

## 40 RPA

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$102.2	\$101.9	0.3
<b>Employees</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	515	525	-1.9
<b>Offices</b>	<b>2005</b>	<b>2004</b>	<b>% chg</b>
U.S.	9	9	0.0

**Notes:** RPA is a marketing organization that includes the agency of the same name (formerly Rubin Postaer & Associates), based in Santa Monica, with a full-service office in Chicago, and Open Minds Agency, a full-service shop in Irvine, Calif. RPA has six field offices that handle American Honda Motor Co., an account it has held since RPA's inception.

**Top executive:** Gerrold Rubin, pres & CEO

**Headquarters:** RPA/2525 Colorado Ave., Santa Monica, Calif. 90404/Phone: (310) 394-4000/Fax: (310) 917-2565/URL: www.rpa.com

## TRADITIONAL AGENCIES

### Open Minds Agency

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$2.7	\$2.6	3.8

# Special Report AGENCY PROFILES SUPPLEMENT

Employees	2005	2004	% chg
U.S. ....	15	15	0.0
Offices	2005	2004	% chg
U.S. ....	1	1	0.0

**Notes:** Open Minds Agency, a traditional shop, was a startup agency in 2002 and acquired by RPA the same year.

**Top Executive:** Mark Choate, pres & dir-creative svcs

**Headquarters:** Open Minds Agency / 4 Park Plaza, Ste. 650, Irvine, Calif. 92614 / Phone: (949) 255-4300 / Fax: (949) 255-4400 / URL: www.openmindsagency.com

## RPA

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$99.5	\$99.3	0.2
Employees	2005	2004	% chg
U.S. ....	500	510	-2.0
Offices	2005	2004	% chg
U.S. ....	8	8	0.0

**Notes:** RPA was founded by Gerry Rubin and Larry Postaer in 1986 when they left the Los Angeles office of Needham Harper & Steers. Rubin Postaer & Associates, its name then, has expanded from its Santa Monica, Calif.-base to Chicago, Portland, Ore., Moorestown, N.J., Denver, Dallas, and Atlanta largely to direct advertising for the diverse dealer groups of American Honda, its largest account. These various offices are consolidated into the Santa Monica headquarters office.

**Top Executive:** Gerrold Rubin, pres & CEO

**Headquarters:** RPA / 2525 Colorado Ave., Santa Monica, Calif. 90404 / Phone: (310) 394-4000 / Fax: (310) 633-6915 / URL: www.rpa.com

## 12 Sapient Corp.

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$358.4	\$281.4	27.3
U.S. ....	\$244.6	\$168.6	45.1
Non-U.S. ....	\$113.8	\$112.9	0.8
Employees	2005	2004	% chg
Worldwide .....	3,227	2,484	29.9
U.S. ....	1,308	987	32.5
Non-U.S. ....	1,919	1,497	28.2
Offices	2005	2004	% chg
Worldwide .....	16	15	6.7
U.S. ....	10	9	11.1
Non-U.S. ....	6	6	0.0

**Notes:** Sapient, founded in 1991 by co-chairmen & CEOs Jerry A. Greenberg and J. Stuart Moore, is a publicly-held business consulting and technology services firm involved in SAP (back-end office programs), outsourcing technology solutions and what it terms experience marketing, a digital media and related services operations that accounts for about 58% of its revenue. Sapient operates out of 11 North American offices, three European offices and two shops in India—Bangalore and New Delhi—where just over half its staff is employed. In the U.S., Sapient operates under four industry business groupings: Financial services; technology, education, communications and health; automotive, consumer and energy; and public services. Sapient delivers technology solutions across multiple geographies through its proprietary Global Distributed Deliverys model. The GDD model involves a

single, coordinated effort between development teams in a remote location (typically technology specialists in Sapient's New Delhi and Bangalore offices) and development and client teams in North America or Europe. Sapient recently acquired two Miami-based companies. In June 2005, it bought Business Information Solutions, a provider of SAP services, and in January 2006, it acquired Planning Group International, now merged into Sapient's experience marketing unit. Sapient provides SAP support to 50 clients.

**Top executives:** Jerry Greenberg, co-chmn & CEO; J. Stuart Moore, co-chmn & CEO

**Headquarters:** Sapient Corp./25 First St., Cambridge, Mass. 02141/Phone: (617) 621-0200/Fax: (617) 621-1300/URL: www.sapient.com

## INTEGRATED MARKETING AGENCIES

### Sapient\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$207.0	\$169.0	22.5
U.S. ....	\$176.0	\$143.7	22.5
Non-U.S. ....	\$31.1	\$25.4	22.5
Employees	2005	2004	% chg
Worldwide .....	1,925	1,500	28.3
U.S. ....	1,050	800	31.3
Non-U.S. ....	875	700	25.0

**Notes:** Sapient returns are for the experience marketing side of Sapient Corp., representing an estimated 58% of the parent's revenue. Sapient returns also include, for two consecutive years, those of Planning Group International, a Miami-based integrated marketing agency acquired in January 2006. PGI had estimated revenue of \$39.8 million in 2005, up 44.7% from 2004. PGI has been fully merged into Sapient. Sapient refers to its work as an "experience marketing" because it creates experiences/interactions with the brand for the consumer.

**Top Executive:** Jerry A. Greenberg, co-CEO & co-chmn

**Headquarters:** Sapient / 25 First St., Cambridge, Mass. 02141 / Phone: (617) 621-0200 / Fax: (617) 621-1300 / URL: www.sapient.com

## 42 Scholz & Friends Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$99.0	\$96.1	3.0
Employees	2005	2004	% chg
Worldwide .....	1,000	870	14.9
Offices	2005	2004	% chg
Worldwide .....	20	19	5.3

**Notes:** Scholz & Friends, Berlin/Hamburg, founded in 1981, is headed by Thomas Heilmann (partner and CEO) and Sebastian Turner (partner and creative director). In 2005 it linked with hot shop Gav/Balkanski, now named Gav/Scholz & Friends Bucuresti, minority-owned by Scholz & Friends. The office employs 15 and works for DaimlerChrysler (truck) and Unilever. S&F's international long time clients, Tchibo, Imperial (tobacco) and DaimlerChrysler (truck) were the reason for the expansion mostly in Eastern European markets. The S&F offices won more than 200 new accounts and projects across Europe in 2005, among them Deutsche Bank, Honda and Masterfoods. Losses were small: Cyprus Tourist Organization (CTO) and SKL Bet and Win in Germany. "Profitability is back in acceptable range," Mr. Heilmann says. This year had started extraordinarily well



# Special Report AGENCY PROFILES SUPPLEMENT

in Germany. S&F won Gruner & Jahr's new magazine premium-priced *Park Avenue*, Commerzbank and Metro's Real discounter. Another achievement in 2005 was an out-of-court agreement on the amount of the settlement in a "squeeze-out" in which S&F bought back nearly 3% of its shares from stockholders, an act that allowed S&F to delist itself from the Frankfurt Stock Exchange. Management now claims 30% of the shares and financial investor, Electra Group, the rest. Electra enabled S&F to buy itself from Cordiant Communications Group in mid-2003 just before Cordiant was consumed by WPP Group. The company says listing was an expensive option given the few number of public shares and the high cost to maintain the listing. S&F, known for its creativity, recruited eight new managers in 2005: Christian Claus, managing director and top consultant for Tchibo; Lucian Georgescu, creative director Bucharest; Joerg Jahn, creative director, Vienna; Nicolaus Mamier, managing director, London; Constantin Kaloff, creative director, Berlin; Mathias Schmidt, creative director and managing director, Hamburg; Marc Schwieger, international creative director, Hamburg headquarters; Stefan Setzkorn, creative director, Hamburg. S&F has offices in Antwerp, Athens, Belgrade, Berlin, Budapest, Bucharest, Hamburg, Kiev, London, Madrid, Milan, Moscow, Paris, Prague, Skopje, Stockholm, Warsaw, Vienna and Zurich.

**Top executive:** Thomas Heilmann, chmn

**Headquarters:** Scholz & Friends Group/Hanseatic Trade Center, Am Sandtorkai 76, Hamburg, Germany 20457 / Phone: 49-40-3-76-81-0/ Fax: 49-40-3-76-81-681 / URL: www.s-f.com

## 45 Serviceplan Agenturgruppe

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$91.8	\$72.8	26.2
Employees	2005	2004	% chg
Worldwide	522	420	24.3
Offices	2005	2004	% chg
Worldwide	3	3	0.0

**Notes:** Family-owned Serviceplan of Munich is one of Germany's largest independent agencies. Founded in 1970, the agency grew by 26.2% in revenue (dollars) in 2005, its largest growth ever. Its billings were \$777 million. Fueling the growth were five new traditional accounts, four online accounts and four media wins. Serviceplan's double-digit spurt came amid a sink-or-swim environment held hostage by the sputtering German economy. Ad spending in Germany was down about 1% in 2005. Serviceplan's chairman Florian Haller, whose father founded the agency, says "the favorable 2005 results were due to integration that cross-sells departments under one roof, innovations, especially the agency's work for Child Health Foundation, and the use of unconventional media." Serviceplan's media agency Mediaplus—started in 1983—linked with family-owned Jung von Matt to create Mediaplus Hamburg. The reason was BMW Group: Jung von Matt handles BMW's creative budget and Mediaplus its media. It was a big surprise when it was announced this March that Serviceplan will set up a Hamburg office jointly with Alexander Schill, 36, and Joerg Schultheiss, 37, both top executives at Interpublic-owned Springer & Jacoby until they were ousted last summer. Brewery Veltins, which ended its relationship with Springer & Jacoby in March 2006, confirms it is holding talks with the new agency.

**Top executive:** Florian Haller, chmn

**Headquarters:** Serviceplan Agenturgruppe/Briennerstr. 45 a-d, Munich, Germany 80250/Phone: 49-89-20-50-20/Fax: 49-89-20-50-21-11/URL: www.serviceplan.de

## 31 STW Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$134.0	\$107.0	25.2

**Notes:** STW Group, formerly Singleton Group, is a publicly-traded holding company for Singleton Ogilvy & Mather, the Australian operations of O&M. STW has a 67% stake in Singleton O&M, as well as a 49% interest in JWT Australia/New Zealand. The company has ownership at various levels in 48 marketing communications companies involved in advertising, design, TV production, promotion, direct marketing, specialist communications, interactive, media planning, research and strategy, PR and public affairs and sports & sponsorship management. Advertising generates two-thirds of STW revenue and diversified communications the rest. Russell Tate moved from CEO to executive chairman of STW in January 2006 and Mike Connaghan claimed the CEO post. Mr. Connaghan is former managing director of JWT in Australia and New Zealand. STW raised \$46.4 million in a stock offering in September 2005 to pay down debt, meet future earnout payments and give STW flexibility in making acquisitions. In New Zealand, the company merged several agencies in 2005: Singleton Ogilvy & Mather and Advertising Works became Advertising Works Ogilvy in Auckland, and Red Rocks and The Bridge were merged into Frank Advertising, Wellington. STW also purchased minority holdings in seven agencies in Australia/New Zealand. WPP owns 8.3% of STW Group.

**Top executive:** Mike Connaghan, CEO

**Headquarters:** STW Group / Level 27, Tower Two, Darling Park, 201 Sussex St., Sydney, NSW, Australia 2000 / Phone: 61-2-9373-6488 / Fax: 61-2-9373-6398/URL: www.stwgroup.com.au

## 48 SourceLink

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$86.6	\$90.3	-4.2
Employees	2005	2004	% chg
U.S.	850	959	-11.4

**Notes:** SourceLink, located in Elk Grove Village, Ill., near Chicago, is a full-service direct marketing company specializing in direct mail and message tracking, database development, analysis and targeting, and custom printing. Financial services represent a strong client base at SourceLink, which in 2005, gained six clients in the sector. The agency cut its number of offices from eight to six in 2005 by selling off SourceLink Atlanta and SourceLink Costa Mesa, Calif. Combined the offices represented \$6.5 million in revenue. The rationale behind the cuts: Atlanta didn't fit into the company's long-range strategy, and the accounts handled at Costa Mesa could be integrated into other locations without interruption. Its remaining offices are in Elk Grove Village, Ill., Miamisburg, Ohio, Los Angeles, Madison, Miss., Greenville, S.C., and Markham, Canada, near Toronto. SourceLink was founded in 1997.

**Top executive:** Christopher R. Behrens, pres

**Headquarters:** SourceLink/2451 Lively Blvd., Elk Grove Village, Ill. 60007 / Phone: (847) 595-7605 / Fax: (847) 350-0491 / URL: www.sourcelink.com

# Special Report AGENCY PROFILES SUPPLEMENT

## 21 TBA Global Events

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$175.0	\$110.0	59.1
U.S.	\$160.0	\$103.0	55.3
Non-U.S.	\$15.0	\$7.0	114.3
Employees	2005	2004	% chg
Worldwide	270	290	-6.9
U.S.	240	250	-4.0
Non-U.S.	30	40	-25.0
Offices	2005	2004	% chg
Worldwide	21	19	10.5
U.S.	17	14	21.4
Non-U.S.	4	5	-20.0

**Notes:** TBA Global Events, a corporate events and lifestyle marketing company based in Woodland Hills, Calif., in July 2005 purchased Alexandria, Va.-based PGI, a strategic event agency and one of Ad Age's top 50 marketing organizations based on 2004 returns. PGI, which effectively became TBA in the acquisition, pushed pro forma revenue at TBA to \$175 million and allowed TBA to expand its client base to Canada and Europe. TBA itself had been acquired in 2004 by entertainment industry executive Robert Geddes and JHW Greentree Capital, an affiliate of J.H. Whitney & Co., and Irving Azoff, chairman of Azoff Music Management. Mr. Geddes is CEO and Mr. Azoff and Mike Stone, managing partners of Whitney & Co. and of JHW Greentree, are co-chairmen. In September 2005, TBA restructured itself into four business units: strategic events/meeting planning services, destination management, consumer marketing and fairs and festivals entertainment. C.B. Wismar, founder of PGI, was made a senior VP at TBA. TBA Global Events was founded in 1994, and PGI in 1990. PGI came into the merger with 15 U.S. offices and five shops outside the U.S., four of which are in Canada. Its client roster includes Exxon Mobil, Ford, IBM, Aventis and Nestle Foods among others.

**Top executive:** Robert Geddes, CEO

**Headquarters:** TBA Global Events/21700 Oxnard St., Ste. 1430, Woodland Hills, Calif. 91367/Phone: (818) 226-2800/Fax: (818) 226-2801/URL: www.tbaglobalevents.com

## 43 Armando Testa Group\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$98.0	\$96.0	2.1
Employees	2005	2004	% chg
Worldwide	460	NA	NA
Offices	2005	2004	% chg
Worldwide	15	15	0.0

**Notes:** Armando Testa Group is a marketing organization centered around ad agency Armando Testa, which first provided full services in 1956 as Studio Testa. The group, with AT offices in Turin, Milan, Rome, Brussels, Frankfurt, Madrid, Paris and London, includes Media Italia, (a full-service media agency), In Testa (e-design and corporate identity), Max Information, (creative ad shop), Little Bull (audiovisual production house), Testawebdv (interactive), and EDV-i, (interactive laboratory). The marketing organization entered markets outside of Italy in the 1990s under the leadership of chairman Marco Testa, son of founder Armando Testa who died in 1992.

**Top executive:** Marco Testa, chmn & CEO

**Headquarters:** Armando Testa Group/Luisa del Carretto 58, Turin, Italy 10131/Phone: 39-011-8810-111/Fax: 39-011-8810-468/URL: www.armandotesta.it

## 26 Tokyu Agency

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$154.1	\$176.3	-12.6
Employees	2005	2004	% chg
Worldwide	1,137	1,188	-4.3
Offices	2005	2004	% chg
Worldwide	18	18	0.0

**Notes:** Tokyu, the marketing organization, includes the Tokyu Agency network and six other advertising-related operations: Image Studio 109 (rental studio for commercial/film/still photo production), Tokyu Space Creation (out of home), Sapporo Kaburagi Studio (photo studio and ad production), Tokyu Agency Business Service (administrative services for Tokyu group members), TA Promotion Net (plans, produces golf tournaments and other sports events, instore campaigns, point-of-purchase materials and novelties), and CAT (visual production company that produces commercials and video software). Tokyu Agency and DDB Japan, Tokyo, operate jointly DDB Tokyu Agency Creative which provides creative services to Tokyu and links Tokyu to DDB offices worldwide.

**Top executive:** Kyoichi Kubo, pres

**Headquarters:** Tokyu Agency/4-8-18, Akasaka, Minato-ku, Tokyo, Japan 107-8417/Phone: 81-3-3475-3691/Fax: 81-3-3475-9478/URL: www.tokyu-agc.co.jp

## 39 Wieden & Kennedy\*

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$102.9	\$92.6	11.1
U.S.	\$58.9	\$49.1	19.8
Non-U.S.	\$44.0	\$43.4	1.3
Employees	2005	2004	% chg
Worldwide	590	549	7.5
U.S.	335	306	9.5
Non-U.S.	255	243	4.9
Offices	2005	2004	% chg
Worldwide	6	6	0.0
U.S.	2	2	0.0
Non-U.S.	4	4	0.0

**Notes:** Wieden & Kennedy is a traditional agency with offices in Portland, Ore., New York, Tokyo, London, Amsterdam and Shanghai. The latter opened the end of 2004 and won the China Nike business in 2005. W&K has been Nike's agency in the U.S. since 1982. W&K also is looking at establishing an office in India. In 2005, W&K became a Procter & Gamble agency when it won the Eukanuba dog food and Ivory soap accounts. Then in 2006 it gained P&G's Old Spice. The agency also boosted its Coca-Cola Co. business big time by gaining the U.S. and global Coke brand accounts to add to its POWERade business. Wieden & Kennedy has one of the larger branded entertainment divisions among agencies, Wieden & Kennedy Entertainment, run by Bill Davenport, the division's CEO and founder. John Jay became the Portland office's executive creative director in late 2004, returning there after heading up the Tokyo office.

**Top executive:** Dan Wieden, CEO & chief creative officer

**Headquarters:** Wieden & Kennedy/224 NW 13th Ave., Portland, Ore. 97210/Phone: 503-937-7000/Fax: 503-937-8000/URL: www.wk.com

# Special Report AGENCY PROFILES SUPPLEMENT

## 2 WPP Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$10,032.2	\$9,645.1	4.0
U.S.	\$3,912.3	\$3,751.6	4.3
Non-U.S.	\$6,119.9	\$5,893.5	3.8
Employees	2005	2004	% chg
Worldwide	0	70,432	-100.0
Offices	2005	2004	% chg
Worldwide	0	1,559	-100.0

**Notes:** WPP Group is presented on a pro forma basis in this report as if WPP had purchased Grey Global Group and The Communications Group on Jan. 1, 2004. The Grey deal closed March 7, 2005 with WPP paying \$1.52 billion in an "auction" for the marketing organization, beating out Havas and U.S. private equity firm Hellman & Friedman, which had teamed with Kohlberg Kravis Roberts & Cos. WPP bought Sydney-based The Communications Group in August 2005. On an actual basis, WPP Group grew 31.4% in net profit to \$659.6 million on revenue of \$9.79 billion, up 23.8%, for 2005, which included 10 months of Grey Global Group in the current year. Grey Global contributed \$721.4 million in net new billings in 2005, says the company. Operating margin was 14%, and WPP targets margins of 11%-plus in 2006. In organic revenue growth, which strips out acquisitions, disposals and currency fluctuations, WPP gained 5.5% in British pounds, and expects organic sales to grow 4% this year, an optimism based on major events such as the soccer World Cup, the Winter Olympics and the U.S. congressional elections. WPP also anticipates advertising and marketing spending worldwide to rise at least 4% in 2006, with WPP advancing in revenue between 4% and 5%. Martin Sorrell, in a UBS investors conference in New York in December 2005, said WPP wanted to push revenue from a very broadly-defined marketing services to 66% from 54%. Advertising and media is the rest. He also noted WPP wants revenue to split equally between Asia, North America and Europe, the latter two currently each claim 40% and Asia about 20%. WPP is betting on growth continuing in North America but largely generated by "BRIC" countries of Brazil, Russia, India and Greater China which it predicts will account for 25% of revenue by 2015. With Grey's inclusion, WPP is a composite of six ad agency networks: Grey Worldwide, Young & Rubicam, Ogilvy & Mather Worldwide, JWT, Voluntary United Group of Creative Agencies (formerly Red Cell, and before that, Conquest), and Bates Asia. Apart from ad agencies, WPP owns media specialist companies MindShare, Mediaedge:cia, MediaCom and Maxus, launched in Asia-Pacific in 2004 to bridge the gap between the big media agencies and local, more personalized operations. WPP's non-agency offerings include Kantar Group research arm (Millward Brown, Research International, IMRB among others); PR companies, Hill & Knowlton, Ogilvy Public Relations Worldwide, Burson-Marsteller, Cohn & Wolfe, Robinson Lerer & Montgomery and Finsbury; a large group of branding and identity, healthcare and specialist communications companies; and affiliates—marketing organization Asatsu-DK, Tokyo (WPP owns 20%), Brierley & Partners (20%); Shanghai Advertising (25%); Chime Communications, a London-based specialist PR, research and advertising company (19.1%); and LG Ad, a Seoul-based ad organization that serves as an in-house agency for LG Group (36%). WPP also owns 50.1% of Batey Ads, which in 2006 was realigned as an independent agency within the JWT network. WPP acquired the 70% it didn't already own of The Communications Group in August; it had gained a 30% interest in the agency group when it bought out Cordiant Communications Group in 2003. The Communications Group's primary asset is George Patterson Partners, which merged in September with Young & Rubicam

in Australia. WPP restructured Red Cell in October 2006, creating an elite group of nine agencies called Voluntarily United Group of Creative Agencies, with the remaining agencies in the 60-member Red Cell network absorbed into various agency networks. Many of those Red Cells shops were former Bates Worldwide agencies. WPP was thwarted in its attempt to gain media-centric holding company, Aegis, in late 2005. It had linked up with private equity firm Hellman & Friedman, but after two months and much speculation by the market, WPP scuttled its attempt. WPP in late 2005 invested \$25 million in newly-formed Weinstein Co., a movie company formed by brothers Harvey and Bob Weinstein (they founded Miramax, a Walt Disney studio, and left in mid-2005). WPP is seeking to integrate its clients' brands in Weinstein movies, of which six were planned by year-end 2005. The move also puts WPP agencies at the inception of content creation. The deal coincided with the elevation of Peter Tortorici from president of MindShare Entertainment to president of Group M, which will allow him to make entertainment deals with all of WPP's media specialist companies. WPP also in 2005 added other entertainment-focused executives to its media units: David Lang to MindShare and Fred Dubin to Mediaedge:cia. Among other personnel changes, Tro Piliguian became chief operating officer at WPP in December 2005, moving up from North American chairman of Ogilvy & Mather. Neil French resigned in October 2005 as WPP's worldwide creative director just weeks after he made controversial remarks about women in advertising during a public address in Toronto. Mr. French says he tendered his resignation to take the heat off Martin Sorrell. He gained the creative position in 2002 from a similar post at Ogilvy. He also has been a bullfighter and manager of the heavy-metal band Judas Priest. Mark Linaugh in May 2005 became WPP's chief talent officer, succeeding Beth Axelrod. He served in that capacity the past two years at Ogilvy.

**Top executive:** Martin Sorrell, grp chief exec

**Headquarters:** WPP Group/27 Farm St., London, United Kingdom W1J 5RJ/Phone: 44-207-408-2204/Fax: 44-207-493-6819/URL: www.wpp.com

## TRADITIONAL AGENCIES

### WPP Advertising Agencies\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$3,714.3	\$3,666.1	1.3
U.S.	\$1,377.1	\$1,342.0	2.6
Non-U.S.	\$2,337.2	\$2,324.1	0.6

**Notes:** WPP Advertising Agencies is an *Ad Age* construct and represents the estimated totals of WPP's traditional advertising operations.

### Alliance

**Notes:** Alliance is an entertainment marketing agency with offices in New York, Los Angeles and London.

**Top Executive:** Jarrod Moses, pres & CEO

**Headquarters:** Alliance / 211 E. 48th St., New York, N.Y. 10017 / Phone: (212) 546-1800 / Fax: (212) 546-1820 / URL: www.alianco.com

### Bates Asia\*

**Agency totals**

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$58.2	\$55.9	4.1
Employees	2005	2004	% chg
Worldwide	1,384	1,173	18.0



# Special Report AGENCY PROFILES SUPPLEMENT

Offices	2005	2004	% chg
Worldwide	37	32	15.6

**Notes:** WPP Group relaunched Bates Asia in early 2004, basing the operation in Hong Kong, as WPP closed much of the rest of the Bates network. WPP bought Bates' parent Cordiant Communications Group in August 2003. Bates Asia is repositioned as a specialist regional network reporting directly to WPP. Bates Asia shares a number of offices with direct marketer 141 Worldwide and interactive agency 141XM, also units of WPP. In September 2005, Bates Asia acquired 74% of Indian agency Enterprise Nexus Communications, and renamed the creative shop Bates Enterprise. Bates Asia bought Lowe Worldwide's 40% stake in Enterprise Nexus and the 34% held by Mohammad Khan, now executive chairman of Bates Enterprise. The acquisition gives Bates Asia offices in Mumbai, Delhi, Calcutta and Bangalore.

**Top Executive:** Jeffrey Yu, pres

**Headquarters:** Bates Asia / 18/E, The Lee Gardens, 33 Hysan Ave., Causeway Bay, Hong Kong, China / Phone: 852-2103-6333 / Fax: 852-2527-4086 / URL: www.batesasia.com

## Batey Ads\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$20.6	\$20.0	3.0

**Notes:** Batey Ads, 50.1% owned by WPP, in 2006 was realigned as an independent agency within the JWT network. Batey Ads in 2004 had become the Asian outpost for Red Cell network, which in late 2005 was dissolved by WPP. Batey includes a network of largely majority-owned agencies in Singapore, Hong Kong, Taipei, Kuala Lumpur, Bangkok, and four in China (Shanghai, Hangzhou, Beijing, Guangzhou). Batey's Australian operations were merged into the Campaign Palace last summer. Batey Group also comprises Brandcoms Specialist Businesses: Carlyle Brand Consultants in Singapore, MDK (PR) in Singapore and Malaysia, and Batey Retail (retail advertising and communications) in Malaysia. Batey Group was founded in 1972 by Ian Batey. The agency retains its first client, Singapore Airlines.

**Top Executive:** Ian Batey, group chmn

**Headquarters:** Batey Ads / 33 Ann Siang Rd., Singapore, Singapore 069713 / Phone: 65-6532-2288 / Fax: 65-6227-2736 / URL: www.bateyredcell.com

## BrandBuzz

Employees	2005	2004	% chg
U.S.	60	53	13.2

Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** BrandBuzz, spun out of Y&R in 2004, was founded in 2000 as an alternative to Y&R's traditional menu. BrandBuzz has its own media, planning and creative departments. Outside vendors handle TV production. Michael Reese became president of BrandBuzz in February 2006 at the same time BrandBuzz's CEO Rick Eiserman left to run the Y&R Irvine, Calif., office. Mr. Reese had been general manager. Kara O'Neill moved into his former post from integrated marketing director.

**Top Executive:** Michael Reese, pres

**Headquarters:** BrandBuzz / 285 Madison Ave., 22nd Fl., New York, N.Y. 10017 / Phone: (212) 210-3879 / Fax: (212) 880-7551 / URL: www.brandbuzz.com

## Bravo Group\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$39.4	\$37.5	5.1

**Notes:** Bravo Group, headquartered in New York, and with offices in Chicago, San Francisco, Irvine, Calif., and Miami, is both the name of an agency and an umbrella holding for a multicultural group within WPP that includes the eponymous agency itself and Mosaica, both Hispanic, and Kang & Lee, Asian-American. In January 2005, Gary Bassell became chairman-CEO of Bravo Group, replacing Daisy Exposito-Ulla, who resigned as chairperson and CEO two months earlier. Mr. Bassell had been president of La Comunidad, Miami, an independent Hispanic agency. A year ago, Bravo group also include Mendoza Dillon Asociados which, after losing Cingular Wireless, was merged in August 2005 into Mosaica to form MosaicaMD, New York/Irvine, Calif. Nilda Velez, Mosaica's general manager, runs the combined shop.

**Top Executive:** Chris Bravacos, chmn & CEO

**Headquarters:** Bravo Group / 20 Cooper Square, New York, N.Y. 10003 / Phone: (212) 780-5800 / Fax: (212) 780-0936 / URL: www.the-bravogroup.com

## Brouillard Communications\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$13.1	\$12.2	7.4

Employees	2005	2004	% chg
U.S.	56	22	154.5

Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Brouillard, founded in 1968, is a consumer and B2B communications agency that handles advertising, direct and PR for clients. Headquartered in New York, the agency also has offices in Houston, Dallas and London.

**Top Executive:** William C. Lyddan Jr., pres & CEO

**Headquarters:** Brouillard Communications / 466 Lexington Ave., New York, N.Y. 10017 / Phone: (212) 210-8300 / Fax: (212) 210-8511 / URL: www.brouillard.com

## Campaign Palace

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$10.7	\$10.0	7.0

**Notes:** Campaign Palace, founded in Melbourne in 1970, was acquired in WPP's buyout of Cordiant Communications Corp. and is part of Y&R in Australia. The agency moved into Y&R in late 2005 following the disassembling of WPP's Red Cell network, of which it was a part.

**Top Executive:** Mark Mackay, chief executive

**Headquarters:** Campaign Palace / 150 William St., Woolloomooloo, Sydney, Australia NSW 2011 / Phone: 61-2-9368-5000 / Fax: 61-2-9357-3231 / URL: www.tcpredcell.com

## Dentsu, Young & Rubicam

**Notes:** Dentsu, Young & Rubicam Partnerships, founded in 1981, is 65% owned by Young & Rubicam and the rest by Dentsu. It serves multinational and local clients through 38 offices in 23 cities in 13 Asian countries. The 11 offices of Dentsu Y&R that were majority-

# Special Report AGENCY PROFILES SUPPLEMENT

owned by Y&R were given the lone Y&R moniker in 2004. In Tokyo, the joint venture Dentsu Y&R shop, 51% owned by Dentsu, remained Dentsu Y&R.

**Headquarters:** Dentsu, Young & Rubicam / 300 Beach Rd., #36-05/06 The Concourse, Singapore, Singapore 199555 / Phone: 65-6295-0025 / Fax: 65-6292-4806

## Diamond Ad\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$41.2	\$40.0	3.0

**Notes:** Diamond Ad was acquired by WPP Group in its buyout in mid-2003 of Cordiant Communications Group which had purchased 80% of Diamond Ad in 1999. The agency's primary activity has been the Hyundai account which Bates Worldwide lost in 2002. Diamond, founded in 1983, separated from the Hyundai Group in 2000 to become an independent agency. In April 2005, Hyundai announced its automotive group would form its own advertising unit, resulting in a huge account loss for Diamond Ad, whose contract with Hyundai Motor expired late last year. Diamond, based in Seoul, has branch offices in Pusan (Korea), Los Angeles, Frankfurt and Beijing.

**Top Executive:** Young Hee Lee, pres & CEO

**Headquarters:** Diamond Ad / Korea Chemical Bldg., 27-8 Chamwon-Dong, Seocho-ku, Seoul, South Korea, 137-030 / Phone: 82-2-513-1114 / Fax: 82-2-3672-0018 / URL: www.diamond.co.kr

## Food Group

### Agency totals

Employees	2005	2004	% chg
U.S.	52	50	4.0
Offices	2005	2004	% chg
U.S.	4	4	0.0

**Notes:** The Food Group was founded in Tampa in 1969 as an ad agency specializing in food and beverage marketing. The agency became part of WPP in 1998. Other offices are in New York, Chicago and Los Angeles.

**Top Executive:** Robert Hager, pres

**Headquarters:** Food Group / 14497 N. Dale Mabry Hwy., Ste. 220, Tampa, Fla. 33558 / Phone: (813) 933-0683 / URL: www.thefoodgroup.com

## George Patterson Y&R\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$92.8	\$88.4	5.0

**Notes:** George Patterson Y&R is the main component of the Communications Group based in Sydney, Australia. WPP bought the 70% it didn't already own of Communications Group in August 2005, and merged the George Patterson agency into Y&R's Australian operations. The purchase price was \$80 million. George Patterson was long affiliated with Bates Worldwide, which is now owned by WPP after it bought Bates' parent Cordiant Communications Group in 2003. Y&R and Wunderman have relocated their offices into those of George Patterson throughout the country. Among its other shops, Communications Group included Zenith Media (since joined with WPP's Group M network), Ideaworks (retail marketing), Professional PR (PR), Media Puzzle (outdoor), HMA Blaze (integrated ad agency) and Patts Digital.

**Top Executive:** Hamish McLennan, chmn & CEO

**Headquarters:** George Patterson Y&R / 35 Clarence St., Level 15, Sydney, NSW, Australia 2000 / Phone: 02-9778-7100 / Fax: 02-9778 7226 / URL: www.patts.com.au

## Grey Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$629.1	\$603.1	4.3
U.S.	\$250.5	\$231.9	8.0
Non-U.S.	\$378.6	\$371.2	2.0

**Notes:** Grey Worldwide includes the Grey shops in New York, Los Angeles and San Francisco, and an international network in 83 countries. Grey remains an autonomous network under WPP. Jim Heekin became chairman-CEO of Grey Worldwide in late summer 2005, succeeding Ed Meyer. Mr. Heekin, who resigned as CEO of Euro RSCG Worldwide, led the restructuring of Grey in January 2006, that included configuring the New York office as the hub of the global agency network, and disassembling New York's "village system" structure of autonomous units, each led by an account manager, creative and strategic planner who were responsible for each unit's profit and loss, new business initiatives and accounts. The structure had been put in place by Steve Blamer, former CEO North America. Mr. Heekin noted that the village concept at the New York office was more like "eight or nine little companies, each operating individually, rather than an entire agency, with a full-service offering." Under the village system, the agency was precluded from participating in bigger budget reviews because each "village" generally conducted its own new-business pitches. The New York headquarters cut 50 of 600 employees, due not only to the disassembling of the village system but in an effort to reduce expenses. Playing key roles in Grey's new structure are Tim Mellors, named president and chief creative officer of Grey North America in June 2004, and strategic planners Suresh Nair and Nat Puccio, exec VP-co-directors, global strategic planning, the latter two hired in November 2005 from McCann Worldgroup. Mr. Heekin is placing strategic planning and creative on par with account management at Grey. In other management moves, Chris Rich became chief growth officer in February 2006, moving up from exec VP, account management at Grey, and Scott Hollingsworth in March 2006 became Grey executive VP-regional director for Latin America, a vacant post, moving there from FCB which eliminated his position in a reorganization in November 2005. He had been regional chief executive for FCB's European and Middle East regions. Grey has been a Procter & Gamble agency for 44 years.

**Top Executive:** Jim Heekin, chmn & CEO

**Headquarters:** Grey Worldwide / 777 Third Ave., New York, N.Y. 10017 / Phone: (212) 546-2000 / Fax: (212) 546-1495 / URL: www.greyny.com

## JWT\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,313.5	\$1,324.9	-0.9
U.S.	\$469.4	\$476.5	-1.5
Non-U.S.	\$844.1	\$848.4	-0.5

**Notes:** The JWT agency brand includes the U.S. agency brand and global network of the same name, and 51% interest in TMI/JWT, the Middle East network. The agency rebranded itself from J. Walter Thompson Co. in January 2005, replacing a name it had carried since James Walter Thompson founded it in 1878. The change reflects the agency's desire to disassociate itself from just the creative traditional advertising the name supposedly represented. JWT bought Malone Advertising, a leading retail marketing speciality agency, in August 2005, and in March 2006, acquired 65% of Sapphire Bright in China, a company that owns Always Promotional Network. JWT entered into a

# Special Report AGENCY PROFILES SUPPLEMENT

joint venture with Altai Communication, Kabul, in 2006, becoming the first Western agency to enter Afghanistan. In worldwide management moves, Aussie Craig Davis was named chief creative officer worldwide in January 2005, moving up from chief creative officer of Europe, Middle East and Africa, a post he entered in early 2004 as a new hire from Saatchi & Saatchi. Marian Salzman became CMO at JWT in February 2006. She had been director for strategic content. Ms. Salzman is a member of the Worldwide Executive Committee and author/co-author of 13 books ranging from current affairs to youth marketing, and including "The Future of Men," a cataloging of the ways men have fallen from grace since feminism. Alison Burns became CEO of JWT London in February 2006. She had been president of Fallon New York, which the parent folded in 2005. The position had not been occupied since Simon Bolton left the post to become CEO of WPP's Enterprise IG, a brand and identity consultancy. In the U.S., Ros King became president of JWT Chicago, replacing Barry Krause who left to deal with family health issues. Ms. King was the global business director on JWT's global Kraft account, based in New York. Rob Quish in October 2005 became region president, overseeing offices in Atlanta, Chicago, Los Angeles, San Francisco and Toronto as well as the two offices of JWT Technology. The title is in addition to his position as chief talent officer, JWT, New York.

**Top Executive:** Bob Jeffrey, CEO-WW

**Headquarters:** JWT / 466 Lexington Ave., New York, N.Y. 10017 / Phone: (212) 210-7000 / Fax: (212) 210-7770 / URL: www.jwt.com

## JWT Specialized Communications\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$50.7	\$48.1	5.4

**Notes:** JWT Specialized Communications is a global employment advertising, communications and consulting firm that is a wholly-owned subsidiary of JWT. The company has 23 U.S. offices and five overseas shops in Hong Kong, Shanghai, Sydney, London and Toronto, and global partners in nine countries where it has no office.

**Top Executive:** Tim Gibbon, pres & CEO

**Headquarters:** JWT Specialized Communications / 5200 W. Century Blvd., Los Angeles, Calif. 90045 / Phone: (310) 665-8700 / Fax: (310) 641-3239 / URL: www.jwtec.com

## JWT Technology

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$11.6	\$10.8	7.4

**Notes:** JWT Technology is a technology-focused agency, dually-based in Atlanta and San Jose, Calif. The agency was formed in early 2004 by the combining of JWT Technology Communications Group, San Jose, with DWP/Bates Technology, an agency formerly part of Bates USA. Bates was part of Cordiant Communications Group, bought by WPP in August 2003. Clients of the agency are from industries including software, hardware, Internet, telecommunications, microelectronics and consumer technology products.

**Top Executives:** Ridge White, CEO; Craig Patterson, pres; Frank Donino, founder & chmn

**Headquarters:** JWT Technology / One Ravinia Dr., Atlanta, Ga. 30346 / Phone: (770) 668-5700 / Fax: (770) 668-5707 / URL: www.jwttech.com

## Kang & Lee\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$10.1	\$9.4	7.4
Employees	2005	2004	% chg
U.S. ....	65	60	8.3
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** Kang & Lee focuses on Asian-American advertising. Founded as AMKO Advertising in 1985 by Eliot Kang, the agency changed its name to Kang & Lee in 1994. It was acquired by Young & Rubicam in 1998 and subsequently by WPP in its purchase of Y&R in 2001. It is a part of the Bravo collection of multicultural agencies within Young & Rubicam. The agency has offices in New York and Pasadena, Calif.

**Top Executive:** Eliot Kang, founder; Cynthia Park, exec VP & mg dir

**Headquarters:** Kang & Lee / 20 Cooper Square, 4th Fl., New York, N.Y. 10003 / Phone: (212) 375-8111 / Fax: (212) 375-8255 / URL: www.kanglee.com

## Malone Advertising\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide ....	\$19.5	\$13.4	45.5
Employees	2005	2004	% chg
Worldwide ....	201	167	20.4
U.S. ....	200	165	21.2
Non-U.S. ....	1	2	-50.0
Offices	2005	2004	% chg
Worldwide ....	6	9	-33.3
U.S. ....	5	7	-28.6
Non-U.S. ....	1	2	-50.1

**Notes:** Malone Advertising is a retail and customer marketing specialist agency founded in 1943. The agency became part of JWT in August 2005 and operates as a division, servicing JWT's multi-national clients in its field offices across North America. Besides full-service offices in Akron and Rogers, Ark., field locations are in Minneapolis, Newport Beach, Calif., and near Toronto. Field offices were closed in Atlanta and Dallas last year when their major account, John Deere, was moved to Akron. Fred Bidwell remains president and CEO at Malone. Malone in January 2002 acquired Haselow Marketing Communications, a business-to-business agency in Cleveland. Malone opened its Rogers office in mid-2003 where it handles work for clients who are vendors for Wal-Mart Stores, located in nearby Bentonville.

**Top Executive:** Fred Bidwell, pres & CEO

**Headquarters:** Malone Advertising / 388 S. Main St., Ste. 410, Akron, Ohio 44311 / Phone: (330) 376-6148 / Fax: (330) 253-1218 / URL: www.malonead.com

## MEMAC Ogilvy\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide ....	\$19.8	\$16.9	17.2
Employees	2005	2004	% chg
Worldwide ....	280	280	0.0
Offices	2005	2004	% chg
Worldwide ....	10	9	11.1

**Notes:** MEMAC Ogilvy (Middle East Marketing & Communications) is a 10-agency network in the Middle East and North Africa 40% owned by O&M. Ogilvy purchased 20% in 1998 and followed up with another



# Special Report AGENCY PROFILES SUPPLEMENT

20% in 2002. Traditional advertising represents 84% of MEMAC revenue, with interactive next at 9%. MEMAC has offices in Casablanca, Tunis, Cairo, Beirut, Amman, Jeddah, Riyadh, Safat (Kuwait) and Dubai. MEMAC Ogilvy's CEO Edmond Moutran started MEMAC in 1984 in Bahrain with Sheikh Mohammed Bin Abdulla Al Khalifa.

**Top Executive:** Edmond Moutran, chmn & CEO  
**Headquarters:** MEMAC Ogilvy / Beirut, Lebanon / Phone: 961-1-486065

## MosaicaMD

**Notes:** MosaicaMD gained the MD in mid-2005 when WPP merged, Mendoza Dillon Asociados into Mosaica. Both are part of Bravo Group holdings that also include Bravo, the agency, and Kang & Lee.

**Top Executive:** Nilda Velez, gm  
**Headquarters:** MosaicaMD / 20 Cooper Square, 4th Fl., New York, N.Y. 10003 / Phone: (212) 780-5900 / Fax: (212) 780-5959

## Ogilvy & Mather Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$801.4	\$752.6	6.5
U.S.	\$278.0	\$249.3	11.5
Non-U.S.	\$523.4	\$503.3	4.0
Offices	2005	2004	% chg
Worldwide	497	497	0.0

**Notes:** Ogilvy & Mather Worldwide includes the Ogilvy & Mather U.S. brand and the agency's multinational network, including 40%-owned MEMAC Ogilvy, its Middle East network. In the U.S., Ogilvy is combining its advertising, PR, direct marketing, healthcare and sales promotion agencies into a single reporting structure and P&L statement, and is expected to complete the process this year. Ogilvy says the restructuring is to accommodate clients needs for multiple solutions, including nontraditional media and digital, to their marketing efforts. The move is intent on giving legs to Ogilvy's 360-degree brand position for its clients. Among the linked disciplines, non-advertising represents more than half the revenue base. As part of the plan, Bill Gray, president of Ogilvy New York, and Carla Hendra, North America president of OgilvyOne, became co-CEOs of Ogilvy North America in October 2005, gaining the positions from Tro Piliguian, who continued as chairman of North America. WPP's mOne Worldwide, part of Ogilvy, in February 2005 started mSearch North America, a search-engine marketing unit with Stuart Bogaty as CEO. He had been senior partner and managing director of mOne, New York. mOne is WPP's digital and direct media network. Units like mSearch are popping up because of the growth in paid search-engine advertising which was 40.5% of \$9.5 billion in online ad spending in 2004, according to market research firm eMarketer. Ogilvy & Mather and Diamond Ad, Seoul, a sibling WPP shop, formed joint venture Diamond Ogilvy Group in January 2006 to include the Diamond Ogilvy agency catering to Korean clients, O&M advertising focusing on international clients, and direct-marketer OgilvyOne and Ogilvy PR. Diamond Ad was founded 20 years ago by the Hyundai Group and became majority owned by Cordiant Communications Group, itself bought out by WPP in 2003. Aim of the JV is to push for domestic business in a market that prefers in-house agency units over foreign agencies. Another Korean agency, LG Ad, is affiliated with Young & Rubicam Brands. In January 2005, O&M gained representation in Nepal by signing an associate agreement with Prisma Advertising, established in Nepal in 1991. Ogilvy this month is establishing a Japanese interactive shop, Neo@Ogilvy

KK, with partner Nikko, a Japanese online media agency. Neo@Ogilvy, majority owned by Ogilvy, will create, plan and purchase online ads. Clients of the startup will include Ogilvy roster clients: IBM, Cisco Systems and Lenovo Group. Among management moves, Andy Berndt became managing director of O&M New York in April 2006, up from group creative director, and will direct all departments. In October 2005, John "Jock" Elliott, who succeeded David Ogilvy as worldwide chairman in 1975, died at the age of 84. Mr. Elliott retired in 1982. He was subsequently named chairman emeritus and was a member of the Advertising Hall of Fame.

**Top Executive:** Shelly Lazarus, chmn & CEO-WW  
**Headquarters:** Ogilvy & Mather Worldwide / Worldwide Plaza, 309 W. 49th St., New York, N.Y. 10019 / Phone: (212) 237-4000 / Fax: (212) 237-5123 / URL: www.ogilvy.com

## Roman Brandgroup

**Notes:** Roman Brandgroup is the former Bates Midwest, Indianapolis, and part of Bates Worldwide that was bought by WPP Group, London, when it purchased Cordiant Communications Group in 2003. Roman operates as a division of JWT within WPP. Dan Roman, chairman, continues in that post. The shop is involved in branding, advertising, sales promotion, direct marketing and PR.

**Top Executive:** Dan Roman, chmn  
**Headquarters:** Roman Brandgroup / 111 Monument Circle, Ste. 2400, Indianapolis, Ind. 46204 / Phone: (317) 686-7800 / Fax: (317) 686-7860 / URL: www.romanbrandgroup.com

## SicolaMartin\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$8.6	\$8.1	6.2

**Notes:** SicolaMartin, headquartered in Austin, Tex., and with a shop in San Francisco, is a technology and advertising agency. The agency hired 17 additional staffers from January through October 2005 needed for existing clients (AMD, BMC Software, Cerner, Collective Technologies, HP and 3M) and new gains, including Quark and Sybase. SicolaMartin was purchased in April 2001 by Young & Rubicam and remains part of the Y&R network. The agency was founded in 1985 by Tom Sicola and Steve Martin.

**Top Executive:** Tom Sicola, CEO  
**Headquarters:** SicolaMartin / 701 Brazos St., Ste. 1100, Austin, Texas 78701 / Phone: (512) 343-0264 / Fax: (512) 343-0659 / URL: www.sicolamartin.com

## Team/Y&R Middle East

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$34.5	\$29.2	18.4
Employees	2005	2004	% chg
Worldwide	516	433	19.2
Offices	2005	2004	% chg
Worldwide	12	12	0.0

**Notes:** Team/Y&R, 25% owned by Young & Rubicam, is a network of 12 agencies in the Middle East centrally run out of Dubai. Team/Y&R is owned by The Holding Group.

**Top Executive:** Joseph Ghossoub, CEO  
**Headquarters:** Team/Y&R Middle East / 1st Fl. Century Plaza, Jumeirah Beach Rd., Dubai, U.A.E. 14129 / Phone: 971-4-3445444 / Fax: 971-4-3496636 / URL: www.teamyr.com

# Special Report AGENCY PROFILES SUPPLEMENT

## TMI/JWT

**Notes:** TMI/JWT covers the Arab world from Casablanca to Dubai. It is 51% owned by JWT.

**Top Executive:** Roy Haddad, chmn & CEO

**Headquarters:** TMI/JWT / JWT Mena, 47 Patriarch Howeyiek, P.O. Box 11-3093, Beirut, Lebanon / Phone: 961-197-3030 / Fax: 961-197-2929

## UniWorld Group

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$21.4	\$19.1	11.6
Employees	2005	2004	% chg
U.S. ....	124	117	6.0
Offices	2005	2004	% chg
U.S. ....	2	2	0.0

**Notes:** UniWorld Group is a multicultural communications group that specializes in African-American consumers. It has offices in New York and Washington. WPP acquired 49% of the agency in June 2000. Byron Lewis, chairman & CEO, continues to own 51%.

**Top Executive:** Byron E. Lewis, chmn & CEO

**Headquarters:** UniWorld Group / 100 Ave. of the Americas, New York, N.Y. 10013 / Phone: (212) 219-1600 / Fax: (212) 219-6395 / URL: www.uniworldgroup.com

## Voluntarily United Group of Creative Agencies\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide ....	\$108.0	\$125.0	-13.6
U.S. ....	\$33.0	\$42.6	-22.5
Non-U.S. ....	\$75.0	\$82.4	-9.0

**Notes:** Voluntarily United Group of Creative Agencies was formed in October 2005 out of Red Cell, which WPP disassembled as a network. Dubbed United, the new network is an elite group of former Red Cell agencies. The shops, each office considered a home office, currently include Berlin Cameron in New York, Cole & Weber in Seattle, Sra. Rushmore in Madrid, LDV in Antwerp, WM in Buenos Aires (which just became part of Red Cell in June 2004), Red Cell in Milan (to be renamed), HHCL in London, Les Ouvriers in Paris and Bates in Oslo (to be renamed). A few more agencies, particularly in Germany and China, are expected to enter the group. The remaining agencies of the former 60-odd member Red Cell network were absorbed by other WPP networks. Andy Berlin, the new chairman of United, hand-picked the initial nine agencies in the new network. The move came after Berlin Cameron lost Coke Classic to Wieden & Kennedy in October. Red Cell's Italian shop, agency for Fiat-owned Alfa Romeo, got a jolt in July 2005 when Armando Testa won the pitch for the global launch of Alfa Romeo 159. Red Cell's other Alfa Romeo business was not affected. The Fiat brand Lancia is a Testa AOR account. Sra Rushmore, Madrid, came into the WPP fold in April 2005 when it sold a majority stake in itself.

**Top Executives:** Andy Berlin, CEO; Amanda Walsch, pres

**Headquarters:** Voluntarily United Group of Creative Agencies / 83 Clerkenwell Rd., London, United Kingdom EC1R 5AR / Phone: 44-20-7150-3300 / Fax: 44-20-7150-3301 / URL: www.group-united.com

## Berlin Cameron United\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$20.0	\$30.2	-33.8

**Notes:** Berlin Cameron United, New York, no longer is part of WPP's Red Cell network, a group of its agencies having broken out into a group of nine agencies under WPP called United, short for Voluntarily United Group of Creative Agencies. Following the loss of its North American Coke Classic account in mid-October 2005, Berlin Cameron laid off about 40, leaving a workforce of 55. The account represented at least 40% of its revenue. Berlin Cameron's \$30.2 million in revenue in 2004 was based on \$700 million in billings. The following week the agency lost the lead in corporate-image piece of Samsung's \$400 million worldwide account which it gained 11 months earlier. Andy Berlin, chairman of both Berlin Cameron and WPP's United agencies network, said the Coke loss came after Coca-Cola changed the executives overseeing marketing. Inadequate compensation was at issue between Samsung and Berlin Cameron, said Mr. Berlin, although Samsung says it was unhappy with the creative.

**Top Executives:** Ewen Cameron, CEO & exec creative dir; Andy Berlin, chmn & CEO-United Group

**Headquarters:** Berlin Cameron United / 100 Ave. of the Americas, 2nd Fl., New York, N.Y. 10013 / Phone: (212) 824-2000 / Fax: (212) 268-8454 / URL: www.bc-p.com

## Cole & Weber United\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$13.0	\$12.4	4.8

**Notes:** Cole & Weber United, founded in 1931, was a member of the Red Cell network until joining up with eight other agencies in October 2005 under the United moniker, short for Voluntarily United Group of Creative Agencies. The agency's executive CD Guy Seese early this year left the agency to join Goodby, Silverstein & Partners where he is creative director on its Saturn and Motorola business.

**Top Executive:** Michael Doherty, Brad Harrington, co-pres

**Headquarters:** Cole & Weber United / 221 Yale Ave N., ste 500, Seattle, Wash. 98109 / Phone: 206-447-9595 / Fax: 206-233-0178 / URL: www.cwunited.com

## Winglatino\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$12.5	\$9.6	30.2
Employees	2005	2004	% chg
U.S. ....	50	40	25.0
Offices	2005	2004	% chg
U.S. ....	4	2	100.0

**Notes:** Winglatino Group brings into one shop the Grey units creating campaigns to reach Spanish-speaking consumers in the U.S., Puerto Rico and Latin America. Wing, with offices in New York and Los Angeles, opened new offices in Dallas and Miami after winning the Diago AOR account in 2005. The agency has a media-buying joint venture with MediaCom called MediaComLatino. All media planning is done internally at Winglatino.

**Top Executive:** Jackie Bird, pres & CEO

**Headquarters:** Winglatino / 114 Fifth Ave., 11th Fl., New York, N.Y. 10011 / Phone: (212) 500-9400 / Fax: (212) 500-9483 / URL: www.winglatino.com

# Special Report AGENCY PROFILES SUPPLEMENT

## Y&R\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$473.6	\$497.0	-4.7
U.S.	\$180.9	\$192.5	-6.0
Non-U.S.	\$292.7	\$304.5	-3.9

**Notes:** Y&R's U.S. brand and the Y&R international network are part of holding company Young & Rubicam Brands, itself owned by WPP Group. Young & Rubicam Brands also includes Sudler & Hennessey, Burson-Marsteller, Cohn & Wolfe, Robinson Lerer & Montgomery, Wunderman, Kang & Lee, Bravo, Knowledge Base Marketing, Landor Associates, SicolaMartin and Dentsu Y&R (65% owned, with Dentsu owning the rest). Y&R gained a sizable presence in Asia Pacific in late 2005 when WPP folded George Patterson into the network. Patterson is the largest unit in The Communications Group in which WPP purchased the 70% it didn't already own in August. See George Patterson Y&R elsewhere in report. Ann Fudge in late April 2005 relinquished her title as chairman & CEO of ad network Y&R, but retains her title as chairman & CEO of parent Young & Rubicam. Ms. Fudge's three-year contract ends May 2006. Ms. Fudge came to Y&R from marketing positions at Kraft Foods and General Mills. Y&R has lost Sony Electronics, Burger King, Jaguar and Computer Associates International during her term. Among management moves, Gary Goldsmith, former Lowe chairman and chief creative officer, became chief creative officer of Y&R New York in November 2005, filling the vacancy left by Matt Eastwood when he departed two months earlier. Mr. Eastwood held the post about a year. Rick Eiserman in February 2006 succeeded David Murphy as North American managing partner and head of Y&R in Irvine, Calif. Mr. Murphy left in November 2005 for Saatchi & Saatchi Los Angeles. The Irvine shop lost Jaguar and Sony Electronics within a year's time. Mr. Eiserman had been CEO at Y&R's BrandBuzz.

**Top Executive:** Ann Fudge, chmn & CEO

**Headquarters:** Y&R / 285 Madison Ave., New York, N.Y. 10017 / Phone: (212) 210-3000 / Fax: (212) 490-9073 / URL: www.yr.com

## INTEGRATED MARKETING AGENCIES

### WPP Marketing Services\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,634.3	\$1,553.2	5.2
U.S.	\$789.1	\$736.9	7.1
Non-U.S.	\$845.2	\$816.3	3.5

**Notes:** WPP Marketing Services is an *Ad Age* construct and represents the estimated totals of WPP's marketing services operations.

### 141 Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$206.4	\$200.0	3.2
U.S.	\$41.6	\$40.0	4.0
Non-U.S.	\$164.8	\$160.0	3.0

Employees	2005	2004	% chg
Worldwide	1,000	NA	NA

Offices	2005	2004	% chg
Worldwide	.36	NA	NA

**Notes:** 141 Worldwide, an agency network with 91 offices in 57 countries, is a marketing services network involved in direct marketing, CRM, promotional marketing, interactive solutions, sports and enter-

tainment marketing, field marketing and PR media broadcasting. It was purchased by WPP in August 2003 when WPP bought 141's former parent, Cordiant Communications Group. It is affiliated with Ogilvy & Mather Worldwide. More than 60% of its revenue comes from multinational clients. 141's Asian offices as well as those of 141XM, an internal interactive shop, work with Bates Asia, established as a separate network by WPP after WPP siphoned off the rest of Bates Worldwide to its various networks.

**Top Executive:** Rick Roth, global CEO

**Headquarters:** 141 Worldwide / 825 Eighth Ave., New York, N.Y. 10019 / Phone: (212) 297-8000 / Fax: / URL: www.141worldwide.com

### Bridge Worldwide\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$12.0	\$10.2	17.7

Employees	2005	2004	% chg
U.S.	120	95	26.3

Offices	2005	2004	% chg
U.S.	1	1	0.0

**Notes:** Bridge was sold to Wunderman in December 2005 and gives parent WPP another major marketing services foothold with Procter & Gamble. WPP's Grey Global Group and Landor both serve P&G, but competitors like Omnicom's Integer and Interbrand, Interpublic's Draft Worldwide and Publicis' Saatchi & Saatchi X have also added P&G marketing services business. Bridge, one of Cincinnati's fastest-growing marketing-services agencies, almost became part of Cincinnati's largest agency, Northlich, in 2001 but the deal fell apart. Bridge retains its name under Wunderman, and its President-CEO Jay Woffington continues to run the business.

**Top Executive:** Jay Woffington, pres & CEO

**Headquarters:** Bridge Worldwide / 302 W. Third St., Ste. 900, Cincinnati, Ohio 45202 / Phone: (513) 381-1380 / Fax: (513) 381-8758 / URL: www.bridgeworldwide.com

### Brierley & Partners

#### Agency totals

Employees	2005	2004	% chg
U.S.	180	NA	NA

Offices	2005	2004	% chg
Worldwide	4	NA	NA

U.S.	2005	2004	% chg
U.S.	3	NA	NA

**Notes:** Brierley, a direct marketing agency focusing on relationship management programs, is 20.1% owned by WPP. Brierley has offices in Dallas, Los Angeles, London and Frankfurt. Hal Brierley founded the agency in 1985.

**Top Executive:** Harold Brierley, chmn & CEO

**Headquarters:** Brierley & Partners / 8401 N. Central Expy., Ste. 1000, LB 37, Dallas, Texas 75225-4403 / Phone: (214) 760-8700 / Fax: (214) 743-5511 / URL: www.brierley.com

### Einson Freeman\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$21.2	\$20.2	5.0

U.S.	2005	2004	% chg
U.S.	\$10.1	\$9.6	5.2

Non-U.S.	2005	2004	% chg
Non-U.S.	\$11.1	\$10.6	4.7



# Special Report AGENCY PROFILES SUPPLEMENT

**Notes:** Einson Freeman is a sales promotion shop that operates autonomously within WPP. The agency was founded in 1909.

**Top Executive:** Jean Mojo, pres & CEO

**Headquarters:** Einson Freeman / 115 River Rd., Hudson River Pier, Edgewater, N.J. 07020 / Phone: (201) 313-4120 / Fax: (201) 313-4991 / URL: www.einsonfreeman.com

## Fitch

**Notes:** Fitch is a design consultancy involved in brand consulting and communications, interactive, live events, packaging and product development. The company came into the WPP fold through WPP's acquisition of Cordiant Communications Group in 2003.

**Top Executive:** Rodney Fitch, chmn & founder

**Headquarters:** Fitch / 1266 Manning Pkwy., Powell, Ohio 43065 / Phone: (614) 885-3453 / Fax: (614) 885-4289 / URL: www.fitchww.com

## FullSix

Agency totals			
Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$67.3	\$55.7	20.8
Employees	2005	2004	% chg
Worldwide	500	456	9.6
U.S.	10	6	66.7
Non-U.S.	490	450	8.9
Offices	2005	2004	% chg
Worldwide	9	9	0.0
U.S.	1	1	0.0
Non-U.S.	8	8	0.0

**Notes:** FullSix, a fast-growing marketing services company traded on the Milan Stock Exchange, specializes in interactive and relationship marketing. It is virtually a Europe-centric company, although it opened a U.S. office in New York in 2004 with Antonia McCahon as managing partner. That shop currently employs 10. FullSix began in 1988 as Inferentia, Milan, and in 1999 BluGroup Holding, a company controlled by Marco Benatti, became a shareholder. The agency subsequently bought GreyInteractive France/FullSix in 2001, acquired that same year DNM to create Inferentia DNM Group, and in 2005, dropped the Inferentia reference in favor of FullSix. WPP in the meantime had become a minority shareholder. With over 500 employees, FullSix launched its operations in the U.S. in mid-2004 by opening the office in New York. Its other offices are in the U.K., France, Spain, Portugal, and Italy, its headquarters. Presently, FullSix is stuck in the center of the current imbroglio between WPP's chief executive Martin Sorrell and Mr. Benatti, WPP's former Italy manager whom Mr. Sorrell fired this January, charging Mr. Benatti with failure to report a direct stake in MediaClub, a company acquired by WPP, and funneling WPP clients to FullSix in which Mr. Benatti then held a minority stake. Mr. Benatti countersued claiming defamation of character. Following his departure from WPP, Mr. Benatti exercised his options in FullSix to increase his holdings to about 44%, which under Italian law, required him to make an offer for all outstanding shares. He did so through his holding company BluGroup Holding. WPP filed suit to stop the offer, but a Rome court allowed the tender offer to proceed in late March. Presumably Mr. Benatti will end up with more than 44%, and WPP retain its stake of about 26%, at least for now.

**Top Executive:** Marco Girelli, chmn; Marco Benatti, vice chmn; Marco Tirelli, CEO; Antonia McCahon, mg ptrn-New York

**Headquarters:** FullSix / Corso Vercelli, 40, Milan, Italy 20145 / Phone: 39-02-30-3241 / Fax: 30-02-30-32-45-56 / URL: www.fullsix.com

**U.S. Headquarters:** FullSix / 34 W. 19th St., New York, N.Y. / 10011 / Phone: (646) 619-1193 / URL: www.fullsix.com

## Grey Direct\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$163.9	\$161.1	1.7
U.S.	\$61.0	\$59.2	3.0
Non-U.S.	\$102.9	\$101.9	1.0

**Notes:** Grey Direct is a direct marketing agency specializing in one-to-one communications with capabilities in strategy and analytics, creative, production, media, e-marketing, email, database and digital marketing services. The agency operates from 45 offices in 35 countries.

**Top Executive:** Lawrence M. Kimmel, chmn & CEO

**Headquarters:** Grey Direct / 777 Third Ave., New York, N.Y. 10017 / Phone: (212) 537-3700 / Fax: (212) 537-3777 / URL: www.greydirect.com

## Grey Interactive Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$138.0	\$121.8	13.3
U.S.	\$77.0	\$68.8	11.9
Non-U.S.	\$61.0	\$53.0	15.1
Offices	2005	2004	% chg
Worldwide	4	4	0.0
U.S.	1	1	0.0
Non-U.S.	3	3	0.0

**Notes:** Grey Interactive Worldwide is a digital marketing agency involved in website development, CRM, online promotions and interactive advertising. The agency, based in New York, has offices in Brussels, Hong Kong and Mumbai.

**Top Executive:** Normal Lehoullier, mg dir

**Headquarters:** Grey Interactive Worldwide / 111 Fifth Ave., 6th Fl., New York, N.Y. 10003 / Phone: (212) 420-5100 / Fax: (212) 420-5151 / URL: www.greyinteractive.com

## HighCo

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$70.7	\$67.0	5.6
Employees	2005	2004	% chg
Worldwide	594	596	-0.3
Offices	2005	2004	% chg
Worldwide	14	10	40.0

**Notes:** Founded in 1990 and based in Aix-en-Provence, France, HighCo is a publicly-held marketing communications company 34% owned by WPP Group. HighCo had a like-for-like growth in gross profit (revenue in this report) of 5.6% in 2005, a percentage that eliminates partial-year returns from divested properties Comunica Con A, a Madrid-based marketing services agency sold in December 2005, and Haygarth, a U.K. company sold in the first quarter 2005. On a like-for-like basis, Spain and Italy each grew by over 30% in gross profit. Ad Age restated 2004 numbers to reflect HighCo's like-for-like reading. The marketing organization draws its revenue from two divisions: solutions and communications. In 2005, solutions—consumer recruitment and loyalty programs—accounted for 56% of gross profit; communications—implementation of communication campaigns—claimed the rest. The sale of Comunica Con A and Haygarth represent a strategic move to withdraw from marketing communications outside of France in order to focus on developing the company's solutions business. In France, HighCo has branding agencies Thebrandcity and Lonsdale, direct marketing and

# Special Report AGENCY PROFILES SUPPLEMENT

sales promo shops Syracuse and K agency, a supermarket point-of-sale agency Media Cosmos, retail agencies 15e Avenue and Trade Up, coupon processing and clearing shop ScanCoupon, and pre-print operation Pole Production. In Belgium, HighCo has sales promo shop Shelf Service, and PromoControl, a coupon processing operation. Marketing House (in both Spain and Italy) specializes in customer recruitment and sampling. Frederic Chevalier, who founded HighCo in 1990, was named chairman of the supervisory board in January 2006, and Richard Caillat, who joined HighCo in 1991, became management board chairman.

**Top Executives:** Richard Caillat, co-pres; Frederic Chevalier, co-pres  
**Headquarters:** HighCo / Parc du Golf. Bat. 2, BP 346 000, 350 Ave. de la Lauziere, Aix-en-Provence, France 13799 / Phone: 33-4-42-24-58-24 / Fax: 33-4-42-24-58-25 / URL: www.highco.fr

## J. Brown\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S. ....	\$23.4	\$22.3	4.9

**Notes:** J. Brown, based in Stamford, Conn., is a promotional marketing agency with offices in Dallas, Cincinnati and Chicago. Its disciplines include consumer promotion, co-marketing, sampling/demos, field and merchandising support, and value-added local media.

**Top Executive:** Tim Dorgan, CEO

**Headquarters:** J. Brown / 1010 Washington Blvd., 8th Fl., Stamford, Conn. 06901 / Phone: (203) 352-0600 / Fax: (203) 352-0798 / URL: www.jbbrown.com

## Kantar Group

### Agency totals

Offices	2005	2004	% chg
Worldwide .....	160	NA	NA

**Notes:** Kantar Group is comprised of shops in 60 countries specializing in research and consulting, including Millward Brown, Research International and Glendinning Management Consultants.

**Top Executive:** Eric Salama, chmn & CEO

**Headquarters:** Kantar Group / 501 Kings Hwy. East, 4th Fl., Fairfield, Conn. 06825 / Phone: (203) 330-5200 / URL: www.kantargroup.com

## Landor Associates

**Notes:** Landor is a branding and design agency.

**Top Executive:** Craig Branigan, chmn & CEO

**Headquarters:** Landor Associates / 1001 Front St., San Francisco, Calif. 94111-1424 / Phone: (415) 365-1700 / Fax: (415) 365-3190 / URL: www.sfo.landor.com

## Marsteller

### Agency totals

Employees	2005	2004	% chg
Worldwide .....	75	85	-11.8
U.S. ....	60	65	-7.7
Non-U.S. ....	15	20	-25.0
Offices	2005	2004	% chg
Worldwide .....	8	8	0.0
U.S. ....	4	4	0.0
Non-U.S. ....	4	4	0.0

**Notes:** Marsteller is an advertising, design, interactive and production agency. The agency focuses on business-to-business, corporate, financial, crisis/issues and brand-building.

**Top Executive:** Andrew Nibley, chmn & CEO

**Headquarters:** Marsteller / 230 Park Ave. South, New York, N.Y. 10003 / Phone: (212) 614-5063 / Fax: (212) 598-5408 / URL: www.marsteller.com

## OgilvyInteractive\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$152.6	\$139.3	9.5
U.S. ....	\$91.2	\$79.3	15.0
Non-U.S. ....	\$61.4	\$60.0	2.3
Employees	2005	2004	% chg
Worldwide .....	1,000	1,000	0.0
Offices	2005	2004	% chg
Worldwide .....	42	42	0.0
U.S. ....	3	3	0.0
Non-U.S. ....	39	39	0.0

**Notes:** OgilvyInteractive, with 42 offices in 39 countries, has about 1,000 employees, and is a wholly owned subsidiary of marketing service unit OgilvyOne Worldwide. Its revenue is shown separately in this report because Ad Age separates out disciplines. OgilvyInteractive's U.S. offices are located in Chicago, Detroit and headquarters, New York.

**Top Executive:** Eric Wheeler, pres-OgilvyInteractive N. Amer.

**Headquarters:** OgilvyInteractive / Worldwide Plaza, 309 W. 49th St., New York, N.Y. 10019 / Phone: (212) 237-6000 / Fax: (212) 237-6222 / URL: www.ogilvy.com

## OgilvyOne Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide .....	\$282.7	\$266.4	6.1
U.S. ....	\$150.8	\$139.6	8.0
Non-U.S. ....	\$131.9	\$126.8	4.0

**Notes:** OgilvyOne Worldwide, with 115 offices in 56 countries, is a global leader in customer relationship management (CRM) and interactive marketing. In March 2006, OgilvyOne formed search marketing agency NeoSearch@Ogilvy within Neo@Ogilvy, a newly-formed global digital and direct-marketing media division. NeoSearch@Ogilvy markets included the U.S., U.K., Australia, Canada, China, Germany, India, Japan, Mexico and Singapore. The global CEO is Nasreen Madhany. The unit, which currently employs 150, expects a workforce of 300 by year's end. Included in that growth is OgilvyOne's tentative agreement to buy Catalyst, a Newtonville, Mass., online specialist in healthcare and pharmaceutical marketing. Other acquisitions are planned in Europe and China. Neo@Ogilvy manages digital media investment for clients and covers digital advertising and direct marketing, digital and direct TV, direct response print and mail, email marketing, search marketing and new digital media forms, blogs and vlogs. OgilvyOne in March 2005 opened a 50-person San Francisco office as a result of an interactive assignment from Yahoo, based in nearby Sunnyvale.

The agency's COO Joe Burton left OgilvyOne to manage the global Microsoft account at McCann Worldgroup, effective May 1, 2006.

**Top Executive:** Brian Fetherstonhaugh, chmn & CEO-WW

**Headquarters:** OgilvyOne Worldwide / Worldwide Plaza, 309 W. 49th St., New York, N.Y. 10019 / Phone: (212) 237-6000 / Fax: (212) 237-5123 / URL: www.ogilvy.com

# Special Report AGENCY PROFILES SUPPLEMENT

## RMG:Connect\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$148.9	\$142.0	4.9
U.S.	\$58.9	\$55.0	7.1
Non-U.S.	\$90.0	\$87.0	3.4
Employees	2005	2004	% chg
Worldwide	750	NA	NA
U.S.	200	NA	NA
Non-U.S.	550	NA	NA
Offices	2005	2004	% chg
Worldwide	33	26	26.9
U.S.	4	1	300.0
Non-U.S.	29	25	16.0

**Notes:** RMG:Connect was formed in 2002 in the merging of RMG and Connect@JWT. In December 2005, the acquisition of Direct.com brought another digital member to the unit. The global network offices handle CRM for JWT. In January 2005, JWT expanded RMG:Connect by opening offices in Asia-Pacific, Latin America and North America to add to current offices in Europe, the Middle East and Africa.

**Top Executive:** Johnathan Harman, CEO-WW

**Headquarters:** RMG:Connect / 1 Knightsbridge Green, London, United Kingdom SW1X 7NW / Phone: 44-207-656-7310 / Fax: 44-207-656-7390 / URL: www.rmgconnect.com

**U.S. Headquarters:** RMG:Connect / 466 Lexington Ave., New York, N.Y. 10017 / Phone: (212) 210-7000 / Fax: (212) 210-7770 / URL: www.rmgconnect.com

## RTC Relationship Marketing\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
U.S.	\$16.5	\$15.5	6.5
Employees	2005	2004	% chg
U.S.	150	NA	NA
Offices	2005	2004	% chg
U.S.	2	NA	NA

**Notes:** RTC Relationship Marketing, a member of Young & Rubicam Brands, is a direct marketing agency whose foci are pharmaceutical marketing to consumers, business-to-business telecommunications marketing, and marketing to new mothers and the mature market. Headquartered in Washington, it also has a New York office.

**Top Executive:** Jeffery Ross, mg ptrn

**Headquarters:** RTC Relationship Marketing / 1055 Thomas Jefferson St., NW, Ste. 500, Washington, D.C. 20007 / Phone: (202) 625-2111 / Fax: (202) 424-7900 / URL: www.rtrcm.com

## VML\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$32.9	\$30.5	7.9
Employees	2005	2004	% chg
Worldwide	400	NA	NA
Offices	2005	2004	% chg
Worldwide	9	8	12.5
U.S.	7	4	75.0
Non-U.S.	2	4	-50.0

**Notes:** VML (Valentine-McCormick-Ligibel) is a marketing communications agency that draws most of its revenue from interactive. In November 2005, VML acquired 80% of Studiocom, an Atlanta-based

full-service, digital interactive agency specializing in online product launches and branded entertainment. Studiocom operates as an independent unit, based in Atlanta, with offices in Los Angeles and Bogotá, Colombia. Studiocom employs 55. VML, founded in 1992 in Kansas City, also have offices in London, New York, Jacksonville, Fla., Seattle and White Salmon, Wash. It became part of WPP in June 2001.

**Top Executive:** Matt Anthony, CEO

**Headquarters:** VML / 250 Richards Rd., Kansas City, Mo. 64116 / Phone: (816) 283-0700 / Fax: (816) 283-0954 / URL: www.vml.com

## Wunderman\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$447.7	\$434.0	3.2
U.S.	\$225.7	\$217.0	4.0
Non-U.S.	\$222.0	\$217.0	2.3

**Notes:** Wunderman is a direct marketing agency that includes KnowledgeBase Marketing, which combines consumer and business data with analytical service, data processing and CRM solutions, and Wunderman Media, a volume buyer of direct response advertising in the U.S. that was merged with Mediaedge:cia in June 2003 to foster channel-neutral media planning and buying. Wunderman in December 2005 acquired Bridge Worldwide, a Cincinnati-based interactive shop whose primary client is Procter & Gamble. Bridge continues to operate under that name and remains headed by Jay Woffington, president-CEO. Earlier in the year, KnowledgeBase Marketing acquired Fortelligent, a Boston-based developer of mathematical and statistical software that predicts consumer behavior. Wunderman in January 2006 consolidated its worldwide auto practice and named Alexei Orlov vice chairman, a new post, and moved him from London to New York. Mr. Orlov was previously a top executive at Ford. David Sable was named chief operating officer in January 2006 and is focusing on global operations and new business. Mr. Sable was chairman & CEO of Europe, Middle East and Africa. In other management moves, Andrew Rutberg became exec VP & chief data officer in October 2005, reporting to Daniel Morel, chairman & CEO, and Gary Laben, president & CEO of KnowledgeBase. He previously was at Harte-Hanks. Lester Wunderman, founder, remains chairman-emeritus.

**Top Executive:** Daniel Morel, chmn & CEO

**Headquarters:** Wunderman / 285 Madison Ave., New York, N.Y. 10011 / Phone: (212) 941-3000 / Fax: (212) 490-9073 / URL: www.wunderman.com

## HEALTHCARE AGENCIES

### WPP Healthcare\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$609.7	\$578.7	5.4
U.S.	\$404.2	\$377.8	7.0
Non-U.S.	\$205.5	\$200.9	2.3

**Notes:** WPP Healthcare is an *Ad Age* construct and represents the estimated totals of WPP's healthcare agency operations.

### CommonHealth

**Notes:** CommonHealth is a healthcare agency with 12 operating units: Adient, Altum, Carbon, Ferguson and Noesis (all professional advertising and promotion); Quantum (consumer advertising and promotion); Xchange (CRM); HLS and ProCom (medical education); Qi (interac-



# Special Report AGENCY PROFILES SUPPLEMENT

tive); Conectics (research and media planning services); Solara (management care marketing); and MBS/Vox (research-based consulting). It also has partnerships with other WPP units: EinsonHealth (experiential marketing);, Enterprise IG Health (branding and identity specialists);, MD/Salud (Hispanic healthcare marketing);, PDI (contract sales and outsourced marketing);, and the Ogilvy Healthcare/CommonHealth Global Network. Altum, a Parsippany, N.J.-based healthcare advertising and promotion shop, was opened in January 2005.

**Top Executive:** Matt Giegerich, pres & CEO

**Headquarters:** CommonHealth / 30 Lanidex Plaza West, Parsippany, N.J. 07054 / Phone: (973) 884-2200 / Fax: (973) 884-2487 / URL: www.commonhealth.com

## Grey Healthcare Group

### Agency totals

Offices	2005	2004	% chg
Worldwide	42	42	0.0
U.S.	13	13	0.0
Non-U.S.	29	29	0.0

**Notes:** Grey Healthcare Group is a consolidation of 10 companies in 42 offices in 16 countries handling a range of medical services including branding, medical education, DTC, direct-to-patient communications, e-marketing and consumer healthcare research. Lynn O'Connor Vos, CEO, was named 2005 Woman of the Year by the Healthcare Businesswoman's Association, and Lyn Falconia was named "Rising Star" by the same organization.

**Top Executive:** Lynn O'Connor Vos, CEO

**Headquarters:** Grey Healthcare Group / 114 Fifth Ave., New York, N.Y. 10011 / Phone: (212) 886-3000 / Fax: (212) 886-3297 / URL: www.ghgroup.com

## Ogilvy Healthworld

### Agency totals

Offices	2005	2004	% chg
Worldwide	44	44	0.0
U.S.	7	7	0.0
Non-U.S.	37	37	0.0

**Notes:** WPP in early 2005 merged Healthworld Communications Group (from its Cordiant Communications acquisition) with Ogilvy Healthcare to form Ogilvy Healthworld. Steve Girgenti from Healthworld is the global CEO of the combo and Michael Guarini from Ogilvy Healthcare is managing director. Ogilvy Healthworld is a multi-disciplined agency whose services include advertising, clinical trial recruitment, marketing, medical education and PR in more than 30 global markets.

**Top Executive:** Steven Girgenti, chmn & CEO

**Headquarters:** Ogilvy Healthworld / 100 Ave. of the Americas, New York, N.Y. 10013-1687 / Phone: (212) 625-4000 / Fax: (212) 966-7755 / URL: www.ogilvyhealthworld.com

## Sudler & Hennessey

### Agency totals

Offices	2005	2004	% chg
Worldwide	21	21	0.0
U.S.	5	5	0.0
Non-U.S.	16	16	0.0

**Notes:** Sudler & Hennessey is part of the S&H Group, a global healthcare marketing and communications network that includes Sudler &

Hennessey, New York, and Sentrix Global Health Communications, Short Hills, N.J. S&H also has specialized divisions in medical education (IntraMed Educational Group and Precept Medical Communications), and in market research and strategic planning, branding, publication strategies, sales training (HealthAnswers), and digital solutions (Avenue-e Health Strategies). Sudler in January 2005 bought Current Medical Directions, a New York-based medical educational agency with revenue of about \$20 million (2004). Bruno Stucchi, creative director at S&H Milan, in February 2005 was named Sudler's global creative director, a new position. Rob Rogers became president of Sudler Asia Pacific in April 2005, from managing director of S&H Australia.

**Top Executive:** Jed Beitler, chmn & CEO

**Headquarters:** Sudler & Hennessey / 230 Park Ave. South, New York, N.Y. 10003 / Phone: (212) 614-4100 / Fax: (212) 598-6933 / URL: www.sudler.com

## MEDIA SPECIALIST AGENCIES

### WPP Media Specialists\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,350.3	\$1,248.8	8.1
U.S.	\$587.8	\$549.3	7.0
Non-U.S.	\$762.5	\$699.5	9.0

**Notes:** WPP Media Specialists is an *Ad Age* construct and represents the estimated totals of WPP's media buying and planning operations.

### MediaCom\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$372.8	\$350.0	6.5
U.S.	\$158.0	\$150.0	5.3
Non-U.S.	\$214.8	\$200.0	7.4

#### Employees

	2005	2004	% chg
Worldwide	3,175	3,005	5.7
U.S.	590	495	19.2
Non-U.S.	2,585	2,510	3.0

#### Offices

	2005	2004	% chg
Worldwide	106	106	0.0
U.S.	4	4	0.0
Non-U.S.	102	102	0.0

**Notes:** MediaCom, founded in Europe in 1986, is a media specialist company and part of WPP's Group M media agency group. MediaCom includes Beyond Interactive (interactive marketing), Direct MediaCom (direct response), Sponsor MediaCom (communication sponsorship specialist), MediaCom Entertainment (branded entertainment) and StoreCom (retail action marketing). In the U.S., it operates out of four offices: New York, Los Angeles, San Francisco and Burbank, Calif., but globally has 106 offices in 81 countries. In November 2005, Kevin Clarke was appointed CEO of MediaCom Asia Pacific. He joined MediaCom from MindShare Thailand, where he was CEO. Revenues are estimates based on projected billings from Recma.

**Top Executive:** Alexander Schmidt-Vogel, chmn & CEO-ww

**Headquarters:** MediaCom / 777 Third Ave., New York, NY 10017 / Phone: (212) 546-2100 / Fax: (212) 508-4387 / URL: www.mediacom.com

# Special Report AGENCY PROFILES SUPPLEMENT

## Mediaedge:cia\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$422.1	\$391.4	7.8
U.S.	\$179.3	\$159.3	12.6
Non-U.S.	\$242.8	\$232.1	4.6
Employees	2005	2004	% chg
Worldwide	4,000	4,000	0.0
U.S.	800	800	0.0
Non-U.S.	3,200	3,200	0.0
Offices	2005	2004	% chg
Worldwide	199	175	13.7
U.S.	16	16	0.0
Non-U.S.	183	159	15.1

**Notes:** Mediaedge:cia, a media specialist company, is the merger of Media Edge, which came with WPP Group's acquisition of Young & Rubicam, and CIA, the media unit of Tempus Group, the latter purchased by WPP in 2001. Mediaedge:cia and sister media companies, MindShare Worldwide, MediaCom and Maxus are part of Group M at WPP, but are distinct companies. In October 2005, Charles Courtier, executive chairman who co-ran Mediaedge:cia with CEO Mainardo de Nardis since Media Edge and CIA merged in 2002, gained full control when Mr. de Nardis left to become global CEO at Aegis Media. Aegis' largest media unit is Carat. In June 2005, Alastair Aird joined the company as global commercial director, coming from Leo Burnett where he had been regional finance director for Europe, Middle East and Africa and U.K. group COO. As commercial director, he works with the regional management to ensure the company implements its global strategy across regions. Mediaedge:cia early in 2005 promoted Fred Dubin to managing partner, director of entertainment marketing and promotions. The company opened MEC Retail earlier this year, a unit designed to measure the effectiveness of in-store marketing, and also founded a shop in Japan. Revenues are estimates based on projected billings by Recma.

**Top Executive:** Charles Courtier, exec chmn-WW & CEO-N. Amer.

**Headquarters:** Mediaedge:cia / 1 Paris Garden, London, United Kingdom SE1 8NU / Phone: 44-20-7803-2000 / Fax: 44-20-7803-2094 / URL: www.mecglobal.com

**U.S. Headquarters:** Mediaedge:cia / 825 Seventh Ave., New York, N.Y. 10019 / Phone: (212) 474-0000 / Fax: (212) 474-0021 / URL: www.mecglobal.com

## MindShare Worldwide\*

### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$555.5	\$507.5	9.5
U.S.	\$250.6	\$240.0	4.4
Non-U.S.	\$304.9	\$267.5	14.0
Employees	2005	2004	% chg
Worldwide	5,014	4,250	18.0
U.S.	1,014	950	6.7
Non-U.S.	4,000	3,300	21.2
Offices	2005	2004	% chg
Worldwide	104	87	19.5
U.S.	20	10	100.0
Non-U.S.	84	77	9.1

**Notes:** MindShare Worldwide, a media specialist company, is one of four media units under Group M. Group M also includes Group M Entertainment headed by Peter Tortorici, who heads a unit that crafts

entertainment deals for WPP's media clients. WPP's \$25 million investment in the Weinstein Co., a movie studio launched by the Weinstein brothers in 2005, reflects the company's increasing commitment to the rapidly expanding branded-entertainment area, and one more way to leverage assets of the media agencies. MindShare began in 2000 as an unbundled media buyer-planner for JWT and Ogilvy & Mather Worldwide, but now has a substantial list of its own AOR business apart from these global networks. Revenues are estimates based on projected billings from Recma.

**Top Executive:** Irwin Gotlieb, CEO-Group M

**Headquarters:** MindShare Worldwide / 498 Seventh Ave., New York, N.Y. 10018 / Phone: (212) 297-7000 / Fax: (212) 297-7777 / URL: www.mindshareworld.com

## PUBLIC RELATIONS AGENCIES

### WPP PR & Public Affairs\*

#### Agency totals

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$984.9	\$929.5	6.0
U.S.	\$527.7	\$510.2	3.4
Non-U.S.	\$457.2	\$419.3	9.0

**Notes:** WPP PR & Public Affairs is an *Ad Age* construct and represents the estimated totals of WPP's public relations and public affairs operations.

## Burson-Marsteller

### Agency totals

Offices	2005	2004	% chg
Worldwide	66	93	-29.0
U.S.	14	12	16.7
Non-U.S.	52	81	-35.8

**Notes:** Burson-Marsteller is a PR agency. Its companies include Marsteller (advertising, interactive, design and production), Direct Impact (grassroots marketing) and BKSH & Associates (lobbying).

**Top Executive:** Harold Burson, founding chmn; Mark Penn, CEO-WW

**Headquarters:** Burson-Marsteller / 230 Park Ave. South, New York, N.Y. 10003 / Phone: (212) 614-4000 / Fax: (212) 598-5407 / URL: www.bm.com

## Cohn & Wolfe

**Notes:** Cohn & Wolfe is a PR agency. WPP in April 2005 contemplated merging C&W and Grey's GCI, but instead C&W's chief executive Donna Imperato was given management oversight of both agencies, retaining her C&W title. Jeff Hunt, president and CEO of GCI's Texas and Latin American regions, was named chief executive at GCI, replacing Bob Feldman, who left to become head of corporate communications at DreamWorks Animation SKG.

**Top Executive:** Donna Imperato, pres & CEO

**Headquarters:** Cohn & Wolfe / 292 Madison Ave., New York, N.Y. 10017 / Phone: (212) 798-9700 / Fax: (212) 329-9900 / URL: www.cohnwolfe.com

## GCI Group

**Notes:** GCI, a PR unit, has over 50 offices in 27 countries. GCI no longer includes APCO, a Washington-based public affairs agency. Grey Global purchased majority ownership of APCO in 1991 from Arnold &

# Special Report AGENCY PROFILES SUPPLEMENT

Porter, a Washington, D.C., law firm, but in late 2004, APCO bought itself back.

**Top Executive:** Jeff Hunt, pres & CEO

**Headquarters:** GCI Group / 825 Third Ave., New York, N.Y. 10022 / Phone: (212) 537-8000 / Fax: (212) 537-8050 / URL: [www.gcigroup.com](http://www.gcigroup.com)

## Ogilvy Public Relations Worldwide

**Notes:** Ogilvy Public Relations Worldwide is a global marketing communications firm with 60 offices, nine of which are in the U.S. Ogilvy PR in September 2005 acquired Federalist Group, a Washington-based government affairs firm. Key to Federalist Group operations are John Green, partner and former executive director of the New Republican Majority Fund (NRMF); Senator Trent Lott's (R-Miss.) political action committee; Drew Maloney, partner and former administrative assistant and legislative director for House Majority Whip Tom Delay (R-TX); and James Jay Baker, partner and former chief lobbyist and chairman of the NRA's political action committee. The firm will remain the Federalist Group. Also in September Ogilvy PR acquired a majority of the Hong Kong-based iPR ASIA, a specialist in financial PR in Greater China.

**Top Executive:** Marcia Silverman, CEO

**Headquarters:** Ogilvy Public Relations Worldwide / 825 Eighth Ave., World Wide Plaza, New York, N.Y. 10019 / Phone: (212) 880-5200 / Fax: (212) 370-4636 / URL: [www.ogilvypr.com](http://www.ogilvypr.com)



# Special Report AGENCY PROFILES SUPPLEMENT

## INDEPENDENT AGENCY NETWORKS

### AMIN Advertising & Marketing International Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$326.8	\$317.1	3.1
U.S.	\$209.2	\$209.3	0.0
Non-U.S.	\$117.7	\$107.9	9.1
Offices	2005	2004	% chg
Worldwide	55	53	3.8
U.S.	34	32	6.3
Non-U.S.	21	21	0.0

**Notes:** AMIN (Advertising & Marketing International Network) was founded in 1932 as a non-profit organization run by an executive committee of senior officers from member agencies. Network membership is grouped into three geographic areas: AMIN North America, AMIN Europe and AMIN Asia-Pacific. AMIN in 2005 gained agencies Spier NY, New York, and Simantel, Peoria, Ill. Network agencies service three network clients (clients in more than three countries): Cessna Aircraft since 1986, Villeroy & Boch (tableware) since 1990, and Viega International (heating systems) since 1999. The indie's initiation fee is \$2,500, and annual dues \$4,000. Among network services, AMIN expanded its website capabilities in 2005 to include "recommended" vendors throughout North America, and added a 100,000-member consumer database for primary research. AMIN agencies pulled 64% of their revenue from the U.S. and Canada, 24% from Asia-Pacific and 12% from Europe.

**Top executive:** Vaughn Sink, exec dir

**Headquarters:** AMIN (Advertising & Marketing Intl Network)/25125 W. 55th St. South, Viola, Kan. 67149/Phone: (316) 531-2342/URL: www.aminworldwide.com

### ComVort Group

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$375.7	\$241.1	55.8
U.S.	\$16.2	\$14.5	11.7
Non-U.S.	\$359.5	\$226.6	58.7
Offices	2005	2004	% chg
Worldwide	101	67	50.7
U.S.	8	6	33.3
Non-U.S.	93	61	52.5

**Notes:** ComVort Group, founded in 1989 by German adman Karl Jacobi, has evolved from a German agency/language network of full-service agencies to an international one of independent and owner-managed companies operating in all branches of integrated marketing-communication. Members pay an annual license to obtain the rights to use the ComVort brand, image and structure for one year. The ComVort secretariat is headquartered in Barcelona. The name ComVort stands for Kommunikation vor Ort (communicating locally, in keeping with its philosophy that all communication is local). ComVort in 2005-2006 gained full-service agencies: EKOL Advertising, Istanbul; ADN

Comunicacion, Buenos Aires; Noble Grafics, Sofia; Pramedia Oy, Turku, Finland; family in Edinburgh, Bolin Marketing, Minneapolis. OVER MCW, Madrid; Creatim R&P, Sencur, Slovenia; Tempest in six cities in India; Puerto MCW, Santiago, Chile; OGI, Naples; Xsell, Helsinki; Interact, Luxembourg; Intermarkets, a Middle East network in 10 cities; Aristos Marketing, Cape Town and Johannesburg; Velos, Lemesos and Nicosia, Cyprus; Resenbro, Copenhagen; TORO, Sao Paulo; and 26th Frame, Birkirkara, Malta. The network also gained Skills Group, Vienna (PR); Klose & Co., Hamburg (branding); Investion, Esslingen, Germany (B2B); Hubner & Sturk, Bensheim, Germany (B2B). ComVort handles 15 clients on a pan-European network basis: Zespri (food), URSA (construction), Siemens (telcom), Biomar (farming), Bialetti (coffee), Chimay (beer), Fisherman's Friend (lozenges), Fruit of the Loom (apparel), Gore Tex (apparel), JBS Underwear (apparel), Konica Minolta, Olympus and Pentax Medica (all cameras), Melitta (coffeemaker), and Pilkington (building products). In three countries, it represents clients Eppendorf/Brinkmann (laboratory products), and Rivera Maya (tourism). ComVort, an exclusively European network up until three years ago, now has eight U.S. offices representing four agencies. The network continues to look for expansion opportunities in North America, South America and Asia where it has a number of agencies in the process of joining.

**Top executive:** Karl Jacobi, dir

**Headquarters:** ComVort Group/Av. Diagonal 327, 08009 Barcelona, /Phone: 34 93 459 44 22/Fax: 32 93 207 45 65/URL:

### e3 European Agency Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$50.0	\$50.0	0.0
U.S.	\$0.0	\$0.0	
Non-U.S.	\$50.0	\$50.0	0.0
Offices	2005	2004	% chg
Worldwide	18	19	-5.3
U.S.	0	0	
Non-U.S.	18	19	-5.3

**Notes:** e3 European Agency Network is exclusively a European mar-com network but has North American ties through its partnership with indie network AANI (Advertising Agency Network International). e3 did not add any agencies to its network in 2005, but is looking to expand its agency coverage in Eastern Europe. E3 is a non-profit organization and its members pay a fee to support the working costs.

**Top executive:** Michaela Jans, secretary

**Headquarters:** e3 European Agency Network/Gehuchtstraat 27, St.-Genesius- Rode, B-1640/Phone: 32 2 361 85 14/Fax: 32 2 361 85 16/URL: www.e3network.com

# Special Report AGENCY PROFILES SUPPLEMENT

## ICOM International Communications Agency Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$252.0	\$240.1	5.0
U.S.	\$173.9	\$163.3	6.5
Non-U.S.	\$78.1	\$76.8	1.7
Offices	2005	2004	% chg
Worldwide	77	79	-2.5
U.S.	20	24	-16.7
Non-U.S.	57	55	3.6

**Notes:** ICOM International, one of the larger indie networks with a global presence, is a member-owned network whose operations are run by a 10-member board, two members each from its four main regions—Asia-Pacific, Europe-Africa, Latin America and North America—and the executive director Gary Burandt and the manager of administration. In 2005-2006, ICOM added 4 agencies and lost three: It added Consorcio Publicitario Rozenman in Bolivia; Rayken Brand Communications in China, United Advertising in Taiwan and Quarry Integrated Communications in Toronto. ICOM lost: Goldsun in Vietnam, John Street in Canada and Sistemas Dinamicos in Nicaragua. ICOM is looking for new members in Vietnam, Ireland, Bulgaria, Latvia, Estonia, Switzerland, Romania, South Africa and New Zealand to serve its clients. ICOM agencies, in addition to their local work, service ICOM network clients (clients in three or more countries): Air Liquide (industrial gas); Algoflash (garden fertilizer), Bayer Crop Science (agricultural), Carpe Diem (health drink), Caterpillar (power engines), Disney Channel, Dremel (power tools), Dr. Oetker (food); ESM Seminars, European Union (consumer rights), Ferrosan (skin care products), HSBC (financial services), InterBay Funding (property financing), Maison de la France (tourism), JCB (construction equipment), Miele (appliances), Natura (beauty products), Norpharma (pharmaceuticals), Novo (health program), Ópticas Devlyn (optical retail), Petrobrás (oil), Peugeot (autos), Qatar Airlines, Scania (trucks, buses, engines), Sanyo (electronics), and Vins de Pays de France (wines). ICOM charges agencies a \$2,650 initiation fee and \$2,650 annual dues. ICOM is the current manifestation of the indie network founded in 1950, the National Federation of Advertising Agencies, that changed its name to the International Federation of Advertising agencies in 1980 and morphed into ICOM in 1998. ICOM member agencies draw 69% of aggregate revenue from the U.S. and Canada, 13% Europe, 10% Asia-Pacific, 4% South America, 3% Central America and 1% Africa-Middle East.

**Top executive:** Gary Burandt, exec dir

**Headquarters:** ICOM (International Communications Agency Network)/1649 Lump Gulch Rd., Rollinsville, Colo. 80474/Phone: (303) 258-9511/Fax: (303) 258-3090/URL: www.icomagencies.com

## IN Independent Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$389.0	\$359.0	8.4
U.S.	\$119.4	\$89.8	33.1
Non-U.S.	\$269.6	\$269.3	0.1
Offices	2005	2004	% chg
Worldwide	96	92	4.3
U.S.	14	13	7.7
Non-U.S.	82	79	3.8

**Notes:** IN, a network founded in the late 1980s by five agencies from countries in the European Union and formalized in 1992, is owned by seven of its member agencies. The network began to move globally from its European moorings in 1998. IN, headquartered in London and with a coordinating office in Paris, operates hubs in London, Paris, Barcelona, Vienna, Dubai, Singapore, Stuttgart, Hong Kong, Tokyo, New York, Mexico City, Buenos Aires and Casablanca. IN agencies employ a collective 3,000-plus in 115 cities representing 72 countries. A multicultural board of eight directors runs IN, which is managed by Michel Goddet. Its rotating presidency is currently held by Eric Mower, chairman-CEO of Eric Mower & Associates, Syracuse, N.Y. From January 2005 to the present, IN has gained 12 agencies and lost three. The gains: SpellMedia, Minsk; Imagine Ad, Tallinn; Creafactory AG, Zug, Switzerland; Ping Cheng Advertising, Guangzhou; Bond Advertising, Karachi; Zenith Marcom, Colombo, Sri Lanka; Hamazaki Wong, Vancouver; Lopita, Ileana & Howie, San Juan; Azafran, New York; Toro Vazquez Moro, Bogota; DGWB, Santa Ana, Calif., and Mediaplex, Santo Domingo. IN lost (all in 2006) Teutsa, Israel, when it was bought by Grey Worldwide; All In Agency, Czech Republic, also bought by a multinational; Starmark, Fort Lauderdale, and Co and Co, France, both of which left to focus on their domestic markets, and Alazraki, Mexico, for financial considerations. IN is seeking to build its agency portfolio in Asia-Pacific, particularly China, India and Indonesia, because of growth in those countries. As an example, Asia-Pacific represented 30.6% of revenue from IN agencies in 2005, up from 17% in 2004. Also Russia and Latin America are other areas of concentration, the latter reflected in the addition of Lopita, Ileana & Howie, San Juan, and Azafran, which collaborates with LI&H from its New York base. IN network represents four accounts on a network basis (clients in at least three countries): Epson (copiers), LG (home appliances), Gerber (baby food) and Karcher (cleaners). Gerber was added in 2005 and is represented in the U.S., Russia and Mexico among IN agencies. IN has three levels for dues and initiation fees based on an agency's market share and the size of market. Those fees may run to \$5,500, and dues may hit \$17,000. European members account for 26.2% of IN revenue, the U.S. and Canada claim 30.7%; Asia-Pacific 30.6%, Africa/Middle East 0.7% and Central and South America 11.8%.

**Top executive:** Michel Goddet, mg dir

**Headquarters:** IN (Independent Network)/14-15 Carlisle St., London, W1D 3BS/Phone: 44 20 77 34 58 55/Fax: 44 20 74 37 19 08/URL: www.in-advertising.com

# Special Report AGENCY PROFILES SUPPLEMENT

## INBA International Network of Business Agencies

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$75.0	\$73.0	2.7
U.S.	\$29.3	\$27.7	5.4
Non-U.S.	\$45.8	\$45.3	1.1
Offices	2005	2004	% chg
Worldwide	19	19	0.0
U.S.	2	4	-50.0
Non-U.S.	17	15	13.3

**Notes:** INBA (International Network of Business Agencies) is a network of mid-size ad agencies focused on business-to-business. In 2005, the network added agencies Zeeland OY, Finland, Cible Communication, Belgium, Acumen, China, and AID Network, Switzerland. The INBA network is seeking partners in European countries where not previously represented, notably new EU membership states. The network is also looking to expand in Asia and South America. INBA is represented in 43 countries by members and cooperating agencies. A new function combining global business development and network coordination was introduced in January 2006. Four accounts are network accounts (clients in at least three countries): Bombardier (trains and mountain vehicles), GenRe (insurance), and Southco (Access hardware). The network costs \$500 to join and \$1,500 annual dues. Some 39% of member revenue comes from the U.S. and Canada, 52% from Europe and the rest from Asia-Pacific and South America. Don Wilson is the current president, a rotating position. He heads Keiler & Co., Farmington, Conn. Claes Berglund is the network & business development manager based in Geneva, Switzerland.

**Top executive:** Claes I. Berglund, network mgr

**Headquarters:** INBA (International Network of Business Agencies)/8 Avenue Dumas, Geneva 1206, Switzerland/Phone: 41 346 7005/Fax: 41 79 4773067/URL: www.inba.org

## Interpartners Communications

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$95.0	\$95.0	0.0
U.S.	\$0.0	\$29.5	-100.0
Non-U.S.	\$95.0	\$65.6	44.9
Offices	2005	2004	% chg
Worldwide	30	31	-3.2
U.S.	0	1	-100.0
Non-U.S.	30	30	0.0

**Notes:** Interpartners Communications, an indie owned by its agencies, continues to expand in Central and Southeastern Europe and is seeking to develop its business in the Maghreb. During 2005 and early 2006, Interpartners added four agencies to its network: Imager, Romania; Noodle, France; Weigertpirouzwolf, Germany, and Capital Events/Sluismans & Karzal, Morocco. The network lost French agency, Crehalet Pouget Poussielgues when it merged with another French shop. Among Interpartner's top five network accounts (clients in three or more countries), and the year they were gained, are: The European Union for its fruits and vegetables promotion in Europe (2005), Lexmark printers (2004), Citizen watches (2001), Teflon textiles (2004) and Dremel tools (2002). All these network accounts are pan-European.

Fee to join Interpartners runs from \$3,000 to \$15,000. Interpartners is seeking to further integrate its operations with those of Asia-Pacific network, Coo'ee. Network agencies in 2005 gained 20% of their revenue from Asia-Pacific and 80% from Europe. Interpartners has a link to the U.S. via member agency, DCH, London, with Doner, Southfield, Mich.

**Top executive:** Berry J. Gelder, dir

**Headquarters:** Interpartners Communications/455 Chaussee de Malines, Quatre Bras Bldg, Kraainem-Brussels, 1950/Phone: 32 2 777 13 13/Fax: 32 2 777 13 19/URL: www.interpartners-communications.com

## MAGNET Marketing & Advertising Global Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$278.5	\$278.3	0.1
U.S.	\$239.5	\$247.7	-3.3
Non-U.S.	\$39.0	\$30.6	27.4
Offices	2005	2004	% chg
Worldwide	37	37	0.0
U.S.	29	31	-6.5
Non-U.S.	8	6	33.3

**Notes:** MAGNET gained its name in the merging of two indies, MAAN (Mutual Advertising Agency Network founded in 1946 in the U.S.) and EMCO (European Marketing Communications Organization). The network is comprised of 37 agencies, 29 of which are in the U.S. MAGNET has links with indie network, AsiaLink, in the Pacific Rim. The network in 2005 added AdverPerformance in Verona, Florence and Padua, Italy; Chernoff Newman, Columbia, S.C., CRE-ATEC, Moscow, and Martino Flynn, Pittsford, N.Y. MAGNET is seeking representation in Scandinavia and South America. MAGNET has two network accounts (clients in three or more countries): Club Car Corp. (goft carts) and Sun Chemical Co., all gained in 2004. MAGNET is a non-profit corporation. Agency members must have minimum revenue of U.S. \$1 million and must be in business at least three years. Agencies pay \$2,500 to join and \$6,500 annual dues. Some 86% of revenue of MAGNET agencies comes from the U.S. and 14% from Europe.

**Top executive:** Al Dudreck, exec dir

**Headquarters:** MAGNET (Marketing & Advertising Global Network)/464 Walnut St., Ste 2-D, Pittsburgh, Pa. 15238/Phone: (412) 828-4031/Fax: (412) 828-4057/URL: www.magnetglobal.org



# Special Report AGENCY PROFILES SUPPLEMENT

## Second Wind Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$1,490.0	\$1,600.0	-6.9
U.S.	\$1,460.0	\$1,584.0	-7.8
Non-U.S.	\$30.0	\$16.0	87.5
Employees	2005	2004	% chg
Worldwide	0	0	
U.S.	0	0	
Non-U.S.	0	0	
Offices	2005	2004	% chg
Worldwide	813	810	0.4
U.S.	791	790	0.1
Non-U.S.	22	20	10.0

**Notes:** Second Wind Network, founded in 1988 by agency veteran Anthony P. Mikes, is a subscription-service indie network with a mission to provide small to midsize agencies access to more sophisticated services and research. Second Wind operates like an association, providing its members with research services, online member chat rooms, bulletin boards and vendor database, and offers ad seminars, publications and daily newsletter communications. The network charges \$1,080 initiation fee and \$872 annual dues. From January 2005 to the present, Second Wind added 158 agencies that gave it a net growth of three worldwide. Virtually all were from the U.S., although two were from Canada, and one each from Australia and China. Second Wind plans more expansion in Canada and Australia in 2006.

**Top executive:** Laurie Mikes, COO

**Headquarters:** Second Wind Network/1120 Hobart Ave., Ste. C, Wyomissing, Pa. 19610/Phone: (610) 374-9093/Fax: (610) 374-9238/URL: www.secondwindnetwork.com

## T-CAAN Trans-Canada Advertising Agency Network

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$60.0	\$58.5	2.6
U.S.	\$0.0	\$0.0	
Non-U.S.	\$60.0	\$58.5	2.6
Offices	2005	2004	% chg
Worldwide	28	28	0.0
U.S.	0	0	
Non-U.S.	28	28	0.0

**Notes:** T-CAAN (Trans-Canada Advertising Agency Network), covering most of Canadian, is seeking greater penetration in Canada by adding a replacement agency in Newfoundland as well as new members in Nunavut, Greater Toronto and Quebec markets. T-CAAN has affiliate agreements with three other indie networks: 114 Network in Europe, IAN in the U.S., and Intergrupo Mercolatino in Latin America. T-CAAN charges a \$1,700 initiation fee and \$1,400 per year dues. The membership votes on new members. T-CAAN members gain 90% of their revenue from Canada and 5% each from Asia-Pacific and Europe. T-CAAN was founded in 1963 by several admen, with Bill Whitehead, now managing director, the remaining founder.

**Top executive:** Bill Whitehead, mg dir

**Headquarters:** T-CAAN (Trans-Canada Advertising Agency Network)/3390 Bayview Ave., Toronto, M2M 3S3/Phone: 416-221-6984/Fax: 416-221-8260/URL: www.tcaan.ca

## Worldwide Partners

Revenue (\$ in millions)	2005	2004	% chg
Worldwide	\$444.6	\$508.6	-12.6
U.S.	\$271.2	\$325.5	-16.7
Non-U.S.	\$173.4	\$183.1	-5.3
Offices	2005	2004	% chg
Worldwide	74	71	4.2
U.S.	37	35	5.7
Non-U.S.	37	36	2.8

**Notes:** Worldwide Partners is one of the largest indie networks with 5,000 employees in 74 agencies in 59 countries. The indie network is owned in equal shares by most of its agencies. Worldwide Partners believes this type of ownership "makes for true partnership and collaboration that makes communications culturally appropriate." For the year ended April 2006, WP added 13 agencies to its network: REVO, Auckland; Headvertising, Bucharest; Ames Scullin O'Haire, Atlanta; Blomquist Annonsbyra, Stockholm; Brokaw, Cleveland; Carol H. Williams Advertising, Oakland, Calif.; Machado/Garcia-Serra Communications, Coral Gables, Fla.; Nicholson Kovac, Kansas City, Mo.; Red Tettermer, Philadelphia; Relevans, Frederiksberg, Denmark; Rhea & Kaiser Marketing Communications, Naperville, Ill.; Rosen & Brichta, Chicago, and WE World Partners, Beijing. Worldwide Partners has pegged Eastern Europe and the Middle East for expansion, and is seeking to attract more specialty service partners to the network. Worldwide Partners added Ciba Vision FreshLook contact lenses to its network accounts, boosting that total to six in 2005. On a collective basis, agencies at Worldwide Partners drew 61% of revenue from the U.S., 24% from Asia-Pacific, 13% from Europe and 1% each from Central and South America. Executive director is Al Moffatt. Paul Davidson is chief operating officer based in Denver.

**Top executive:** Al Moffatt, dir, pres & CEO

**Headquarters:** Worldwide Partners/2280 S. Xanadu Way, Ste. 300, Aurora, Colo. 80114/Phone: (303) 671-8551/Fax: (303) 337-9576/URL: www.worldwidepartners.com

# Special Report

## AGENCY PROFILES SUPPLEMENT

### Corrections and amplifications to Agency Report

**THE FOLLOWING CORRECTIONS** and amplifications are based on rankings published May 1 in the 62nd annual Agency Report. The changes also have been made in the Agency Report PDF found at **AdAge.com**

■ Tequila, New York, the marketing-services arm of TBWA Worldwide, was inadvertently left off the marketing-services U.S. rankings (Pages S-14, S-15). It ranks No. 67 in total marketing-services revenue at an estimated \$33 million; its direct split places it 31st among direct shops at \$19.8 million, and 46th among interactive shops at \$13.2 million.

■ TBWA Worldwide should have ranked No. 12 among U.S. agency brands on estimated revenue of \$170 million, up 14.9% from an estimated \$148 million in 2004 (Page S-2).

■ Avrett Free & Ginsberg, New York, had estimated U.S. revenue of \$21 million in 2005, up from \$18 million in the prior year, moving the agency's ranking among U.S. agency brands to No. 82 from No. 130 (Page S-8).

■ Arc Worldwide's percentage increases by discipline were based on figures reported in last year's Agency Report rather than on pro-forma revenue reconfigured to reflect current operations. The Chicago-based marketing services shop, which grew an estimated 16.9% in revenue in the U.S. for all marketing services (Page S-14), advanced an estimated 31% for interactive, 50% for direct marketing and 1% for sales promotion (Page S-15).

■ McKinney, Durham, N.C., should have ranked No. 52 among U.S. agency brands on estimated revenue of \$36.4 million, up from an

estimated \$24 million in 2004. McKinney had been ranked No. 76 (Page S-6).

■ Mosaic, Irving, Texas, 20th largest marketing-services agency in the U.S., should have been listed as Mosaic Sales Solutions, and its 2005 growth at 3% over the prior year (Page S-14).

■ Initiative is now the name for Initiative Media Worldwide, ranked among the world's top media specialist agencies (Page S-4). On those same media specialist charts, Carat Americas is the U.S.-related unit, and the name, Carat, should be the title associated with non-U.S. and worldwide billings rather than Carat Americas.

■ Kaplan Thaler Group, ranked No. 44 among U.S. agency brands, actually had growth of 23% in 2005 rather than a decline of 9% (Page S-6).

■ Publicis, the worldwide network, is headquartered in Paris, and not New York as reported in the Top 10 core agencies worldwide chart (Page S-12).

■ Leo Burnett Worldwide registered an estimated 2% growth in worldwide revenue rather than a 2% decline due to adjustments in available data. That new measurement should be reflected in the Top 25 U.S. agency brands on Page S-2 and Top 10 core agencies worldwide on Page S-12, and would break out to 3.3% growth in U.S. revenue and 1% growth in non-U.S. revenue on Page S-2.

■ Ross/Brown IMC, Naperville, Ill., submitted data too late to make the report. The integrated-marketing-communications agency had revenue of \$3.4 million in 2005, up 9.1% from 2004.