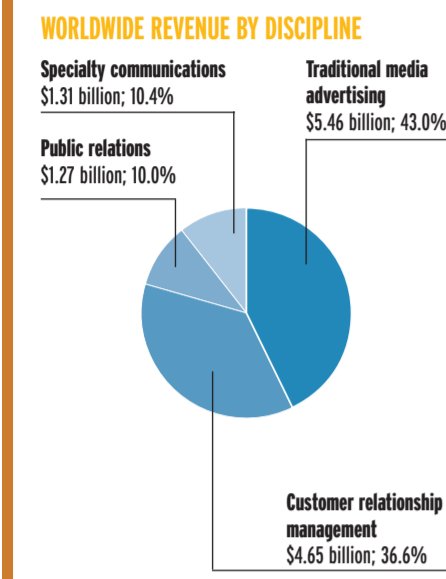


AdvertisingAge's AGENCY FAMILY TREES 2008

Primary holdings of the world's top four agency companies by 2007 worldwide revenue

OMNICOM GROUP \$12.69B NO. 1 WORLDWIDE REVENUE

U.S. REVENUE: \$6.70B
WORLDWIDE EMPLOYEES: 70,000
DIGITAL SHARE OF 2007
WORLDWIDE REV. (ESTIMATE): **13%**



OTHER AGENCIES

Corbett Accel Healthcare Group	\$63 MILLION
Critical Mass	\$74 MILLION
Cutwater	\$10 MILLION
Dieste Harmel & Partners	\$40 MILLION
Direct Partners	\$19 MILLION
Doremus	\$47 MILLION
Element 79 Partners	\$46 MILLION
EVV San Francisco	\$7 MILLION
Footsteps	\$8 MILLION
GMMB	\$37 MILLION
GMR Marketing	\$100 MILLION
Goodby, Silverstein & Partners	\$84 MILLION
Grizzard Communications Group	\$45 MILLION
GSD&M's Idea City	\$114 MILLION
Javelin Direct	\$47 MILLION
LatinWorks	\$17 MILLION
Marketing Arm	\$68 MILLION
Martin/Williams	\$42 MILLION
Merkley & Partners	\$64 MILLION
Red Urban	\$14 MILLION
Rodgers Townsend	\$14 MILLION
Russ Reid Co.	\$32 MILLION
Serino Coyne	\$15 MILLION
Spike DDB	\$5 MILLION
Targetbase	\$87 MILLION
TPG Direct	\$9 MILLION
Unit 7	\$20 MILLION

GLOBAL NETWORKS

DDB Worldwide Communications	\$2.62 BILLION
DDB Worldwide Communications	\$1.43 BILLION
Alma DDB	\$13 MILLION
Interbrand	\$240 MILLION
Rapp Collins Worldwide	\$602 MILLION
Roberts & Tarlow	\$13 MILLION
TracyLocke	\$121 MILLION
Tribal DDB	\$200 MILLION
BBDO Worldwide	\$2.39 BILLION
BBDO Worldwide	\$1.90 BILLION
Organic	\$125 MILLION
Proximity Worldwide	\$327 MILLION
AtmosphereBBDO	\$38 MILLION
TBWA Worldwide	\$1.78 BILLION
TBWA Worldwide	\$1.29 BILLION
Agency.com	\$102 MILLION
Integer Group	\$132 MILLION
TBWA/WorldHealth	\$101 MILLION
Tequila	\$78 MILLION
Zimmerman Advertising	\$175 MILLION

OTHER AGENCIES

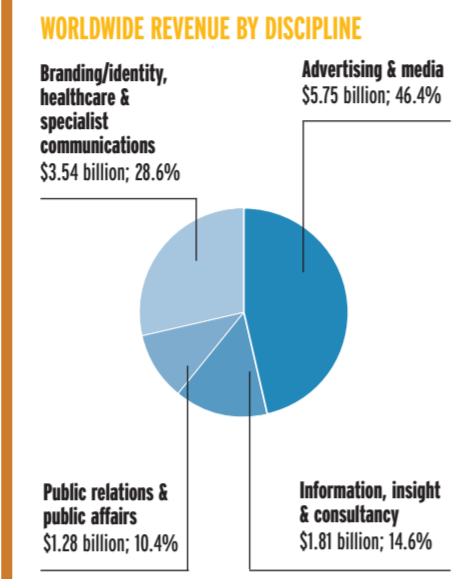
180 Amsterdam/180LA	\$37 MILLION
Adelphi-Eden Communications Group	\$10 MILLION
Alcone Marketing Group	\$126 MILLION
Arnell Group	\$25 MILLION
Beantalk Group	NA
Bernard Hodes Group	\$136 MILLION
Cline Davis & Mann	\$127 MILLION
Colangelo	NA

MEDIA AGENCIES

OMNICOM MEDIA GROUP	\$1.76 BILLION
OMD Worldwide	\$859 MILLION
PHD	\$170 MILLION
Icon International	\$200 MILLION
Novus Print Media Network	\$150 MILLION
Ketchum Directory Advertising	\$110 MILLION
Resolution Media	\$11 MILLION

WPP GROUP \$12.38B NO. 2 WORLDWIDE REVENUE

NORTH AMERICA REVENUE: \$4.54B
WORLDWIDE EMPLOYEES: 90,182
DIGITAL SHARE OF 2007
WORLDWIDE REVENUE: **12%**



GREY GROUP \$1.18 BILLION

Grey	\$645 MILLION
GHG (Grey Healthcare Group)	\$121 MILLION
G2	\$402 MILLION
Winglatino	\$10 MILLION
UNITED GROUP	\$115 MILLION
Berlin Cameron United	\$23 MILLION
Cole & Weber United	\$15 MILLION
United's non-U.S. shops	\$77 MILLION

GLOBAL NETWORKS

Y&R	\$907 MILLION
Blast Radius	\$60 MILLION
Bravo Group	\$38 MILLION
Burson-Marsteller	\$380 MILLION
Campaign Palace	\$12 MILLION
Kang & Lee	\$17 MILLION
Landor Associates	\$170 MILLION
Marsteller	\$14 MILLION
RTC Relationship Marketing	\$24 MILLION
SicolaMartin	\$10 MILLION
Sudler & Hennessey	\$165 MILLION
VML	\$92 MILLION
Wunderman	\$720 MILLION
Zaaz	\$20 MILLION

OGILVY GROUP \$1.84 BILLION

Ogilvy & Mather Worldwide	\$812 MILLION
Neo@Ogilvy	\$83 MILLION
OgilvyAction	\$251 MILLION
Ogilvy HealthWorld	\$70 MILLION
OgilvyInteractive	\$345 MILLION
OgilvyOne Worldwide	\$690 MILLION
Ogilvy PR	\$240 MILLION
JWT	\$1.49 BILLION
JWT	\$1.24 BILLION
Batey	\$23 MILLION
JWT Specialized Communications	\$55 MILLION
Malone Advertising	\$24 MILLION
RMG Connect	\$151 MILLION

WPP INVESTMENTS

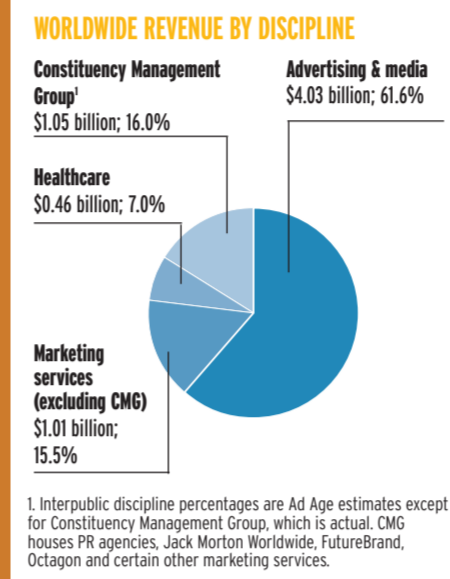
FullSix	\$74 MILLION
Asatsu-DK	\$454 MILLION
Chime Communications	\$193 MILLION
GIIR	\$55 MILLION
HighCo	\$85 MILLION
STW Group	\$235 MILLION

MARKET RESEARCH

Kantar Group	\$1.81 BILLION
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INTERPUBLIC GROUP OF COS. \$6.55B NO. 3 WORLDWIDE REVENUE

U.S. REVENUE: \$3.65B
WORLDWIDE EMPLOYEES: 43,000
DIGITAL SHARE OF 2007
WORLDWIDE REV. (ESTIMATE): **10%**



OTHER AGENCIES

Accentmarketing	\$14 MILLION
Berenter Greenhouse & Webster	\$7 MILLION
Campbell-Ewald	\$239 MILLION
Carmichael Lynch	\$52 MILLION
Dailey & Associates	\$39 MILLION
Deutsch	\$146 MILLION
IW Group	\$10 MILLION
Jack Morton Worldwide	\$153 MILLION
Mullen	\$121 MILLION
Octagon	NA
Siboney USA	\$6 MILLION
Sloan Group	\$5 MILLION
Tierney Communications	\$18 MILLION
Translation Advertising	2008 STARTUP

GLOBAL NETWORKS

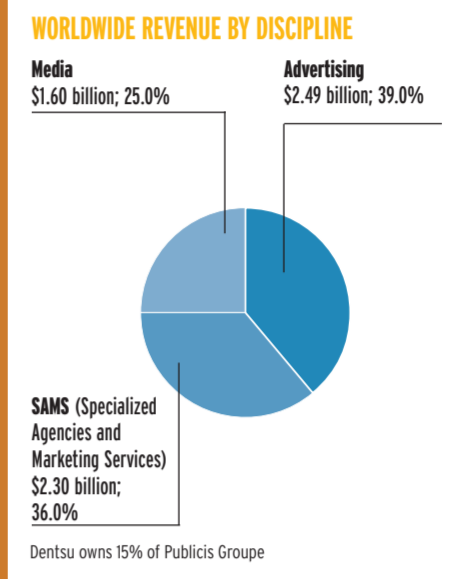
MCCANN WORLDGROUP	\$2.53 BILLION
McCann Erickson Worldwide	\$1.62 BILLION
Avrett Free Ginsberg	\$23 MILLION
Campbell Mithun	\$74 MILLION
Casanova Pendrill	\$15 MILLION
Fitzgerald & Co.	\$27 MILLION
FutureBrand	\$90 MILLION
Gotham	\$20 MILLION
Jay Advertising	NA
Martin Agency	\$86 MILLION
McCann Healthcare Worldwide	\$207 MILLION
Momentum Worldwide	\$175 MILLION
MRM Worldwide	\$261 MILLION
NAS Recruitment Communications	NA
TM Advertising	\$41 MILLION
Weber Shandwick	\$411 MILLION

DRAFTFCB \$1.24 BILLION

DraftFCB	\$991 MILLION
DraftFCB Healthcare	\$105 MILLION
Hacker Group	\$37 MILLION
Rivet	\$40 MILLION
R/GA	\$108 MILLION
LOWE	\$518 MILLION
Lowe Worldwide	\$410 MILLION
Lowe Healthcare Worldwide	\$108 MILLION
HILL HOLLIDAY	\$154 MILLION
Hill Holliday	\$151 MILLION
Abece	\$3 MILLION

PUBLICIS GROUPE \$6.38B NO. 4 WORLDWIDE REVENUE

NORTH AMERICA REVENUE: \$2.76B
WORLDWIDE EMPLOYEES: 43,808
DIGITAL SHARE OF 2007
WORLDWIDE REVENUE: **15%**



OTHER AGENCIES

Amazon Advertising	\$7 MILLION
Bartle Bogle Hegarty	\$161 MILLION
Bronley Communications	\$23 MILLION
Burrell Comms. Group	\$23 MILLION
Conill	\$21 MILLION
Fallon Worldwide	\$92 MILLION
Kaplan Thaler Group	\$58 MILLION

GLOBAL NETWORKS

PUBLICIS WORLDWIDE	\$1.20 BILLION
Publicis Worldwide	\$1.02 BILLION
Publicis Modern & Dialog	\$177 MILLION
LEO BURNETT WORLDWIDE	\$1.07 BILLION
Leo Burnett Worldwide	\$717 MILLION
Arc Worldwide	\$282 MILLION
Beacon Communications	\$60 MILLION
Lapiz Hispanic Marketing	\$6 MILLION
Vigilante	\$6 MILLION
SAATCHI & SAATCHI	\$740 MILLION
Saatchi & Saatchi	\$603 MILLION
Team One Advertising	\$48 MILLION
Saatchi & Saatchi X	\$68 MILLION
DIGITAS	\$415 MILLION
Digitas	\$364 MILLION
Digitas Health	\$51 MILLION

PERCENT OF 2007 WORLDWIDE REVENUE BY REGION

	OMNICOM	INTERPUBLIC GROUP OF COS.	WPP GROUP	PUBLICIS GROUPE
U.S.	52.8%	55.7%	36.6%	43.2%
EUROPE	32.3%	25.5%	41.2%	38.5%
ASIA PACIFIC		8.9%		10.7%
LATIN AMERICA	14.9%	4.8%	22.2%	5.1%
ALL OTHER MARKETS		5.1%		2.5%

ABOUT THE AGENCY FAMILY TREES
PUBLISHED MAY 5, 2008. ORDER COPIES: 1-888-288-9900
Advertising Age's DataCenter produced this poster and a related online application as part of Agency Report 2008. The poster shows revenue for key agency networks, ad agencies and marketing-services agencies owned by the world's Big 4 agency holding companies. Agency networks are in orange; agencies are in black. Total revenue for holding companies is from public documents. Revenue is worldwide except where indicated. Ad Age estimated revenue for networks and agencies. Figures are rounded. Not all units are shown; network listings are not comprehensive. *Public relations agency revenue excluded from the orange-colored network totals. (Revised May 22, 2008.)
Source: Ad Age DataCenter analysis
AGENCY PROFILES: ADAGE.COM/AGENCYFAMILYTREES08
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