

TOP 15 CONSOLIDATED AGENCY NETWORKS

Ranked by 2007 worldwide revenue. Shows network units with revenue topping \$100 million. Dollars in millions

DDB Worldwide ranks as the world's largest agency network.

The Omnicom-owned network was boosted by a strong play of advertising (DDB) and marketing services (Rapp Collins, Tribal DDB).

RANK	2007	2006	NETWORK AND AGENCIES	HEADQUARTERS	WORLDWIDE REVENUE			U.S. REVENUE			KEY EXECUTIVES
					2007	2006	% CHG	2007	2006	% CHG	
1	3		DDB Worldwide Communications Group <small>[Omnicom]</small>	New York	\$2,621	\$2,280	15.0	\$992	\$885	12.1	Bob Scarpelli , chmn & chief creative officer; Chuck Brymer , pres & CEO
			DDB Worldwide	New York	1,432	1,264	13.3	291	278	4.6	Bob Scarpelli, chmn & chief creative officer; Chuck Brymer, pres & CEO
			Rapp Collins Worldwide	New York	602	517	16.4	352	306	15.0	Bob Horvath, glbl chmn & CEO; Jim Lyons, pres-N. Amer; Paul Price glbl pres
			Interbrand	New York	240	222	8.0	115	107	8.0	Jez Frampton, global CEO
			Tribal DDB	New York	200	142	40.8	88	60	46.7	Matt Freeman, CEO
			TracyLocke	Dallas	121	110	10.0	121	110	10.0	Ron Askew, CEO
2	2		McCann Worldgroup <small>[Interpublic]</small>	New York	\$2,533	\$2,327	8.9	\$1,140	\$1,037	9.9	John J. Dooner Jr. , chmn & CEO
			McCann Erickson Worldwide	New York	1,619	1,479	9.5	490	443	10.5	John J. Dooner Jr., chmn & CEO
			MRM Worldwide	New York	261	244	7.0	140	120	16.7	Reuben Hendell, CEO
			McCann Healthcare Worldwide	Parsippany, N.J.	207	197	5.2	125	119	4.6	Richard M. Nordstrom, CEO
			Momentum Worldwide	New York	175	159	10.1	115	107	7.5	Christopher Weil, chmn & CEO
3	1		Dentsu <small>[Dentsu]</small>	Tokyo	\$2,472	\$2,487	-0.6	\$67	\$46	45.6	Tateo Mataka , chmn & CEO
			Dentsu	Tokyo	2,171	2,185	-0.6	65	44	47.2	Tateo Mataka, chmn & CEO
4	4		BBDO Worldwide <small>[Omnicom]</small>	New York	\$2,389	\$2,077	15.0	\$791	\$698	13.3	Andrew Robertson , pres & CEO
			BBDO Worldwide	New York	1,899	1,680	13.0	628	585	7.4	Andrew Robertson, pres & CEO
			Proximity Worldwide	London	327	283	15.6	0	0	NA	Mat Mildenhall, glbl leader-P&G, BBDO & Proximity WW, & chmn-Proximity WW
			Organic	San Francisco	125	86	45.0	125	86	45.0	Chuck Russo, chief devel officer
5	5		Young & Rubicam Brands <small>[WPP]</small>	New York	\$2,150	\$1,910	12.4	\$964	\$873	10.5	Peter Stringham , global CEO
			Y&R	New York	907	820	10.6	307	280	9.6	Hamish McLennan, global CEO
			Wunderman	New York	720	615	17.1	295	264	11.7	Daniel Morel, chmn & CEO
			Landor Associates	San Francisco	170	157	8.0	85	79	8.0	Craig Branigan, chmn; Charles Wrench, CEO
			Sudler & Hennessey	New York	165	160	3.0	115	112	3.0	Jed Beitler, chmn & CEO
6	6		Ogilvy Group <small>[WPP]</small>	New York	\$1,836	\$1,648	11.4	\$669	\$608	10.1	Shelly Lazarus , chmn & CEO
			Ogilvy & Mather Worldwide	New York	812	770	5.5	255	250	2.0	Shelly Lazarus, chmn & CEO
			OgilvyOne Worldwide	New York	690	604	14.3	339	298	13.7	Brian Featherstonhaugh, chmn & CEO
			OgilvyInteractive	New York	345	295	17.0	204	175	16.3	Brian Featherstonhaugh, chmn & CEO
			OgilvyAction	Chicago	251	236	6.6	49	47	5.1	Rick Roth, global CEO
			Ogilvy Healthworld	New York	160	139	15.1	70	61	14.9	Tro Piliquian, ww chmn & CEO
7	7		TBWA Worldwide <small>[Omnicom]</small>	New York	\$1,779	\$1,587	12.1	\$620	\$583	6.4	Tom Carroll , pres & CEO
			TBWA Worldwide	New York	1,292	1,135	13.8	208	199	4.6	Tom Carroll, pres & CEO
			Zimmerman Advertising	Fort Lauderdale, Fla.	175	154	14.0	175	154	14.0	Jordan Zimmerman, founder & chmn
			Integer Group	Lakewood, Colo.	132	132	0.0	132	132	0.0	Jeremy Pagden, chmn
			Agency.com	New York	102	97	5.5	68	65	5.1	Chan Suh, chmn & CEO
			TBWA/WorldHealth	New York	101	90	12.0	101	90	12.0	Anne Devereux, CEO-LyonHeart, TBWA/WorldHealth
8	8		JWT <small>[WPP]</small>	New York	\$1,489	\$1,385	7.5	\$450	\$433	4.0	Bob Jeffrey , ww CEO
			JWT	New York	1,237	1,140	8.5	316	303	4.0	Bob Jeffrey, ww CEO
			RMG Connect	New York	151	151	0.0	56	56	0.0	Phillip Greenfield, CEO
9	9		Euro RSCG Worldwide <small>[Havas]</small>	New York	\$1,310	\$1,183	10.8	\$404	\$393	2.8	David Jones , global CEO
			Euro RSCG Worldwide	New York	748	646	15.8	174	164	6.4	David Jones, global CEO
			Euro RSCG 4D	New York	383	386	-0.7	109	125	-13.2	George Gallate, global CEO
			Euro RSCG Life	New York	160	137	17.0	102	90	13.3	Doug Burcin, Donna Murphy, ww mg ptrns
10	11		DraftFCB <small>[Interpublic]</small>	Chicago/New York	\$1,241	\$1,158	7.2	\$737	\$682	8.0	Howard Draft , chmn & CEO
			DraftFCB	Chicago/New York	991	941	5.3	519	496	4.6	Howard Draft, chmn & CEO
			R/GA	New York	108	82	31.7	102	77	33.4	Bob Greenberg, chmn, CEO & global chief creative officer
			DraftFCB Healthcare	New York	105	99	5.7	79	74	5.7	Tom Domanico, chmn, co-CEO & ww creative dir; Dana Maiman, pres & co-CEO
11	10		Publicis Worldwide <small>[Publicis]</small>	Paris	\$1,200	\$1,164	3.1	\$249	\$228	9.5	Olivier Fleurot , exec chmn; Richard Pinder , COO, ww
			Publicis (incl. Publicis & Hal Riney)	New York/Paris	1,023	996	2.7	199	180	10.4	Olivier Fleurot, exec chmn; Richard Pinder, COO, ww
			Publicis Modem & Dialog	New York	177	168	5.9	50	48	5.9	Martin Reidy, CEO; Susan Gianino, chmn & CEO-Publicis USA
12	12		Grey Group <small>[WPP]</small>	New York	\$1,177	\$1,110	6.1	\$537	\$507	5.9	Jim Heekin , chmn & CEO-Grey Group
			Grey	New York	645	605	6.6	250	236	6.0	Jim Heekin, chmn & CEO-Grey Group
			G2	New York	402	372	8.1	189	175	8.1	Joe Celia, global chmn & CEO-G2 & vice chmn-Grey Group
			GHG (Grey Healthcare Group)	New York	121	123	-2.2	88	86	1.7	Lynn O'Connor Vos, CEO, ww
13	13		Leo Burnett Worldwide <small>[Publicis]</small>	Chicago	\$1,070	\$1,062	0.8	\$332	\$334	-0.7	Tom Bernardin , CEO
			Leo Burnett Worldwide	Chicago	717	751	-4.5	191	205	-6.9	Tom Bernardin, CEO; Rich Stoddart, pres-Leo Burnett & Arc, N. Amer
			Arc Worldwide	Chicago	282	249	13.3	130	117	10.6	Tom Bernardin, CEO; Rich Stoddart, pres-Leo Burnett & Arc, N. Amer
14	14		Hakuhodo <small>[Hakuhodo]</small>	Tokyo	\$943	\$885	6.6	NA	NA	NA	Junji Narita , pres & CEO
15	15		Saatchi & Saatchi <small>[Publicis]</small>	New York	\$740	\$660	12.1	\$300	\$263	13.9	Kevin Roberts , CEO
			Saatchi & Saatchi	New York	603	542	11.3	193	172	12.5	Kevin Roberts, CEO

Source: Ad Age DataCenter revenue estimates. Public relations agencies excluded from network revenue. Read report methodology in DataCenter at AdAge.com.



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