

# TOP 15 CONSOLIDATED AGENCY NETWORKS

Ranked by 2008 worldwide revenue. Shows network units with revenue topping \$100 million. Dollars in millions

RANK '08	RANK '07	NETWORKS AND AGENCIES	HEADQUARTERS	WORLDWIDE REVENUE		U.S. REVENUE		KEY EXECUTIVES
				2008	% CHG	2008	% CHG	
1	2	<b>DDB WORLDWIDE COMMUNICATIONS GROUP</b> [Omnicom]	New York	\$2,800	7.4	\$1,047	6.8	Bob Scarpelli; Chuck Brymer
		DDB Worldwide	New York	1,509	5.4	299	3.0	Bob Scarpelli; Chuck Brymer
		Rapp <sup>1</sup>	New York	657	11.0	382	11.7	Bob Horvath; Jim Lyons; Paul Price
		Interbrand	New York	257	7.1	120	4.6	Jez Frampton; Lee Carpenter
		Tribal DDB	New York	235	20.0	103	20.0	Paul Gunning
		TracyLocke	Dallas	115	-5.1	115	-5.1	Ron Askew
1	1	<b>MCCANN WORLDGROUP</b> [Interpublic]	New York	2,800	7.3	1,218	8.0	John J. Dooner Jr.
		McCann Erickson Worldwide	New York	1,741	4.6	530	8.2	John J. Dooner Jr.
		MRM Worldwide	New York	391	18.5	160	14.3	Reuben Hendell
		Momentum Worldwide	New York	216	23.4	135	17.4	Chris Weil
		McCann Healthcare Worldwide	Parsippany, N.J.	159	2.3	100	2.2	Richard M. Nordstrom
3	3	<b>DENTSU</b> [Dentsu]	Tokyo	2,778	12.4	111	NA	Tateo Mataki
		Dentsu	Tokyo	2,472	13.9	109	NA	Tateo Mataki
4	5	<b>YOUNG &amp; RUBICAM BRANDS</b> [WPP]	New York	2,560	10.5	1,067	9.6	Peter Stringham
		Y&R	New York	1,100	7.9	340	10.7	Hamish McLennan
		Wunderman <sup>1</sup>	New York	880	8.6	375	8.2	Daniel Morel
		Landor Associates	San Francisco	166	1.4	88	3.5	Charlie Wrench
		Sudler & Hennessey	New York	137	-5.5	92	-12.4	Jed Beitler
		Enfatico	New York	115	NA	28	NA	Torrence Boone
		VML	Kansas City, Mo.	100	8.7	84	13.5	Matt Anthony
5	4	<b>BBDO WORLDWIDE</b> [Omnicom]	New York	2,533	5.6	836	4.5	Andrew Robertson
		BBDO Worldwide	New York	1,986	4.6	636	1.2	Andrew Robertson
		Proximity Worldwide	New York	347	6.0	0	NA	Andrew Robertson
		Organic	San Francisco	129	3.0	129	3.0	Marita Scarfi; Jonathan Nelson
6	7	<b>TBWA WORLDWIDE</b> [Omnicom]	New York	1,961	4.0	749	3.0	Tom Carroll; Jean Marie Dru
		TBWA Worldwide	New York	1,357	5.1	219	5.4	Tom Carroll; Jean Marie Dru
		Zimmerman Advertising	Fort Lauderdale, Fla.	186	6.0	186	6.0	Jordan Zimmerman
		Integer Group	Lakewood, Colo.	136	3.5	136	3.5	Jeremy Pagden; Mike Sweeney
		TBWA/WorldHealth	New York	101	NA	101	NA	Anne Devereux
7	6	<b>OGILVY GROUP</b> [WPP]	New York	1,920	1.5	673	1.3	Shelly Lazarus; Miles Young
		OgilvyOne Worldwide <sup>1</sup>	New York	1,054	3.0	400	2.9	Brian Fetherstonhaugh
		Ogilvy & Mather Worldwide	New York	771	-1.0	221	-2.1	Shelly Lazarus; Miles Young
8	8	<b>EURO RSCG WORLDWIDE</b> [Havas]	New York	1,481	6.1	469	5.0	David Jones
		Euro RSCG Worldwide <sup>2</sup>	New York	1,170	5.7	343	5.5	David Jones
		Euro RSCG Life	New York	178	11.5	109	6.4	Doug Burcin; Donna Murphy
		Euro RSCG Worldwide PR	Suresnes, France	125	5.3	10	2.6	Laurent Habib; Nathalie Biderman
9	9	<b>JWT</b> [WPP]	New York	1,381	4.0	462	6.4	Bob Jeffrey
		JWT	New York	1,157	5.0	332	9.8	Bob Jeffrey
		RMG Connect	New York	153	1.6	59	5.0	David Eastman
10	10	<b>PUBLICIS</b> [Publicis]	Paris	1,260	4.9	243	-2.7	Olivier Fleurot; Richard Pinder
		Publicis	Paris/New York	1,071	7.0	189	NA	Olivier Fleurot; Richard Pinder
		Publicis Modem & Dialog	New York	189	6.6	54	7.4	Martin Reidy
11	11	<b>DRAFTFCB</b> [Interpublic]	Chicago/New York	1,246	4.6	760	5.9	Howard Draft; Laurence Boschetto
		DraftFCB	Chicago/New York	955	3.2	510	5.2	Howard Draft; Laurence Boschetto
		R/GA <sup>3</sup>	New York	130	20.0	117	14.1	Bob Greenberg
		DraftFCB Healthcare	New York	105	5.3	78	6.6	Tom Domanico; Dana Maiman
12	12	<b>GREY GROUP</b> [WPP]	New York	1,190	3.0	503	1.0	Jim Heekin
		Grey	New York	614	0.2	214	-3.0	Jim Heekin
		G2	New York	439	9.1	203	7.5	Joe Celia
		GHG	New York	119	-1.6	76	-2.0	Lynn O'Connor Vos
13	13	<b>LEO BURNETT WORLDWIDE</b> [Publicis]	Chicago	1,161	6.9	373	7.3	Tom Bernardin
		Leo Burnett Worldwide	Chicago	795	7.2	229	6.5	Tom Bernardin; Rich Stoddart
		Arc Worldwide	Chicago	293	6.9	133	9.0	Tom Bernardin; Rich Stoddart
14	14	<b>HAKUHODO</b> [Hakuhodo]	Tokyo	1,063	12.7	NA	NA	Junji Narita
		<b>SAATCHI &amp; SAATCHI</b> [Publicis]	New York	936	0.2	350	1.9	Kevin Roberts
15	15	<b>Saatchi &amp; Saatchi</b>	New York	790	0.1	236	2.6	Kevin Roberts

Marketing-services operations, boosted by digital, are driving growth for global agency networks. Young & Rubicam's Wunderman, McCann's MRM and Ogilvy's OgilvyOne are among major marketing-services ventures that now generate more than half of worldwide revenue from digital.

Source: Ad Age DataCenter revenue estimates. Methodology: AdAge.com/agencyreport09. Public-relations agencies excluded from network revenue totals. 1. Revenue figures for Rapp, Wunderman and OgilvyOne include other agencies in those sub-networks. 2. Includes Euro RSCG 4D. 3. In DraftFCB network but operates autonomously.

This document (published April 27, 2009), and information contained therein, is the copyrighted property of Crain Communications Inc. and The Ad Age Group (© Copyright 2009) and is for your personal, non-commercial use only. You may not reproduce, display on a website, distribute, sell or republish this document, or the information contained therein, without the prior written consent of The Ad Age Group.