

AdvertisingAge's AGENCY FAMILY TREES 2010

Primary holdings of the world's top four agency companies by 2009 worldwide revenue

WPP NO. 1 \$13.60B WORLDWIDE REVENUE

U.S. REVENUE: \$4.44 BILLION
 WORLDWIDE EMPLOYEES: 98,759
 HEADQUARTERS: DUBLIN
 MARKET CAP: \$13.7 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Advertising, media investment management \$5.26 billion; 38.7%
 Branding & identity, healthcare & specialist communications \$3.50 billion; 25.7%
 Public relations & public affairs \$1.25 billion; 9.2%
 Consumer insight \$3.60 billion; 26.5%

GLOBAL NETWORKS

YOUNG & RUBICAM BRANDS \$2.65 BILLION

Y&R NETWORK LEAD AGENCY \$932 MILLION
 Sudler & Hennessey HEALTHCARE AGENCY \$126 MILLION
 Landor Associates BRANDING CONSULTANCY \$121 MILLION
 Cohn & Wolfe PR AGENCY \$117 MILLION
 VML DIGITAL AGENCY \$91 MILLION
 Bravo Group HISPANIC AD AGENCY \$29 MILLION
 Kang & Lee Advertising ASIAN-AMERICAN AD AGENCY \$16 MILLION
 SicolaMartin AD AGENCY \$7 MILLION
 Robinson Lerer & Montgomery NA PR AGENCY
 WUNDERMAN MARKETING SERVICES AGENCY AND NETWORK \$828 MILLION
 Blast Radius VANCOUVER-BASED DIGITAL AGENCY, IN WUNDERMAN NETWORK \$55 MILLION
 Zaaz DIGITAL AGENCY, IN WUNDERMAN NETWORK \$25 MILLION
 RTC Relationship Marketing DIRECT MARKETING AGENCY, IN WUNDERMAN NETWORK \$25 MILLION
 DesignKitchen DIGITAL AGENCY, IN WUNDERMAN NETWORK \$11 MILLION
 BURSON-MARSTELLER PR AGENCY AND NETWORK \$385 MILLION
 Proof AD AGENCY, PART OF BURSON-MARSTELLER NETWORK \$12 MILLION
OGILVY & MATHER \$1.75 BILLION
 OgilvyOne Worldwide \$683 MILLION
 Ogilvy & Mather Advertising \$585 MILLION
 Bates 141 HONG KONG-BASED MARKETING COMMS, NETWORK \$126 MILLION
 Ogilvy Public Relations Worldwide \$122 MILLION
 Neo@Ogilvy DIGITAL MEDIA AGENCY \$103 MILLION
 Ogilvy Healthworld HEALTHCARE AGENCY \$90 MILLION
 OgilvyAction MARKETING SERVICES AGENCY \$45 MILLION
JWT \$1.12 BILLION
 JWT NETWORK LEAD AGENCY \$1.07 BILLION
 JWT Specialized Comms. RECRUITMENT AND OTHER SERVICES \$36 MILLION
 Malone Advertising MARKETING SERVICES AGENCY \$18 MILLION

GREY GROUP \$912 MILLION

Grey NETWORK LEAD AGENCY \$505 MILLION
 G2 MARKETING SERVICES AGENCY \$280 MILLION
 CHG HEALTHCARE AGENCY \$110 MILLION
 Batey SINGAPORE-BASED AGENCY NETWORK \$8 MILLION
 Wing HISPANIC AD AGENCY \$8 MILLION
UNITED GROUP \$86 MILLION
 Berlin Cameron United AD AGENCY \$15 MILLION
 Cole & Weber United AD AGENCY \$11 MILLION

OTHER AGENCIES

Hill & Knowlton PR AGENCY \$330 MILLION
 CommonHealth HEALTHCARE AGENCY \$156 MILLION
 Tapsa MUMBAI-BASED AD AGENCY \$30 MILLION
 Brand Union AD AGENCY \$13 MILLION
WPP DIGITAL \$221 MILLION
 24/7 Real Media DIGITAL AD NETWORK \$110 MILLION
 Bridge Worldwide DIGITAL AGENCY \$49 MILLION
 Schematic DIGITAL AGENCY \$40 MILLION
 Blue Interactive Marketing SINGAPORE-BASED DIGITAL AGENCY \$11 MILLION
 HeathWallace U.K.-BASED WEB DESIGN FIRM, WPP OWNS 75% \$8 MILLION
 Quasar Media INDIA-BASED DIGITAL AGENCY, WPP OWNS 75% \$4 MILLION

MEDIA AGENCIES

GROUP M \$2.06 BILLION
 Mindshare Worldwide MEDIA AGENCY \$713 MILLION
 MEC MEDIA AGENCY \$595 MILLION
 MediaCom MEDIA AGENCY \$570 MILLION
 Group M Search SEARCH MARKETING AGENCY \$90 MILLION
 Maxus MEDIA AGENCY \$90 MILLION
 Kinetic OUT-OF-HOME MEDIA AGENCY NA

WPP INVESTMENTS

Asatsu-DK TOKYO-BASED AD AGENCY, WPP OWNS 24% \$451 MILLION
 BPG Group (Bates PanGulf) DUBAI-BASED AGENCY NETWORK, WPP OWNS 40% \$50 MILLION
 Brerley & Partners CRM AGENCY, WPP OWNS 20% \$24 MILLION
 Chime Communications LONDON-BASED AGENCY COMPANY, WPP OWNS 16% \$193 MILLION
 HighCo FRANCE-BASED MARKETING SERVICES FIRM, WPP OWNS 34.9% \$96 MILLION
 STW Group SYDNEY-BASED AGENCY COMPANY, WPP OWNS 20.6% \$213 MILLION
 UniWorld Group MULTICULTURAL AGENCY, WPP OWNS 49% \$22 MILLION

MARKET RESEARCH

Kantar MARKET RESEARCH GROUP \$3.60 BILLION

OMNICOM GROUP NO. 2 \$11.72B WORLDWIDE REVENUE

U.S. REVENUE: \$6.18 BILLION
 WORLDWIDE EMPLOYEES: 63,000
 HEADQUARTERS: NEW YORK
 MARKET CAP: \$12.5 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Traditional media advertising \$5.20 billion; 44.3%
 Specialty communications \$1.07 billion; 9.1%
 Public relations \$1.08 billion; 9.2%
 Customer relationship management \$4.38 billion; 37.4%

GLOBAL NETWORKS

DBB WORLDWIDE COMMUNICATIONS GROUP \$2.22 BILLION

DBB Worldwide NETWORK LEAD AGENCY \$1.11 BILLION
 Interbrand BRANDING CONSULTANCY \$195 MILLION
 Tribal DDB DIGITAL AGENCY \$188 MILLION
 TracyLocke PROMOTION AGENCY \$104 MILLION
 Aima DDB HISPANIC AD AGENCY, OMNICOM OWNS 74% \$17 MILLION
 Rodgers Townsend AD AGENCY \$13 MILLION
 Roberts & Langer DDB AD AGENCY \$8 MILLION
 Spike DDB AFRICAN-AMERICAN AD AGENCY, OMNICOM OWNS 49% \$3 MILLION
 RAPP MARKETING SERVICES AGENCY AND NETWORK \$588 MILLION
 Kern Organization MARKETING SERVICES AGENCY, PART OF RAPP NETWORK \$18 MILLION
BBDO WORLDWIDE \$1.67 BILLION
 BBDO Worldwide NETWORK LEAD AGENCY \$1.14 BILLION
 Proximity Worldwide DIGITAL AGENCY \$395 MILLION
 Organic DIGITAL AGENCY \$136 MILLION
TBWA WORLDWIDE \$1.52 BILLION
 TBWA Worldwide NETWORK LEAD AGENCY \$1.02 BILLION
 Zimmerman Advertising AD AGENCY \$134 MILLION
 Integer Group PROMOTION AGENCY \$127 MILLION
 Tequila MARKETING SERVICES AGENCY \$110 MILLION
 TBWA/WorldHealth HEALTHCARE AGENCY \$70 MILLION
 Agency.com DIGITAL AGENCY \$47 MILLION

OTHER AGENCIES

180 Amsterdam/180 LA AD AGENCY, OMNICOM OWNS 51% \$40 MILLION
 Agency Rx HEALTHCARE AGENCY \$24 MILLION
 Alcone Marketing Group PROMOTION AGENCY \$37 MILLION
 Arnell Group AD AND BRANDING AGENCY \$16 MILLION
 Beanstalk Group BRANDING CONSULTANCY \$12 MILLION
 Bernard Hodes Group RECRUITMENT AGENCY \$57 MILLION
 C2 Creative EVENT MARKETING, PART OF RADIANE GROUP \$12 MILLION

OTHER AGENCIES

Cline Davis & Mann HEALTHCARE AGENCY \$147 MILLION
 Corbett Accel Healthcare Group HEALTHCARE AGENCY \$61 MILLION
 Critical Mass HISPANIC AD AGENCY, OMNICOM OWNS 54% \$75 MILLION
 Dieste HISPANIC AD AGENCY \$39 MILLION
 Direct Partners DIRECT MARKETING AGENCY \$17 MILLION
 Doremus BUSINESS-TO-BUSINESS AGENCY \$39 MILLION
 Element 79 AD AGENCY \$24 MILLION
 Footsteps MULTICULTURAL AD AGENCY, OMNICOM OWNS 49% \$8 MILLION
 GMR Marketing EVENT MARKETING AGENCY \$78 MILLION
 Goodby, Silverstein & Partners \$105 MILLION
 Grizzard Communications Group \$32 MILLION
 CSD&M Idea City AD AGENCY \$65 MILLION
 Harrison & Star HEALTHCARE AGENCY \$55 MILLION
 Javelin DIRECT MARKETING AGENCY \$46 MILLION
 LatinWorks HISPANIC AD AGENCY, OMNICOM OWNS 49% \$20 MILLION
 LyonHeart HEALTHCARE AGENCY \$30 MILLION
 Marketing Arm MARKETING SERVICES AGENCY GROUP \$102 MILLION
 Martin Williams Advertising \$37 MILLION
 Merkle & Partners AD AGENCY \$43 MILLION
 Russ Reid Co. DIRECT MARKETING AGENCY \$26 MILLION
 Siegel & Gale BRANDING CONSULTANCY \$37 MILLION
 Targetbase MARKETING SERVICES AGENCY \$82 MILLION
 Unit 7 DIRECT MARKETING AGENCY \$22 MILLION

MEDIA AGENCIES

OMNICOM MEDIA GROUP \$1.33 BILLION

OMD Worldwide MEDIA AGENCY \$730 MILLION
 PHD MEDIA AGENCY \$138 MILLION
 Resolution Media SEARCH MARKETING AGENCY \$14 MILLION
 Novus Print Media Network MEDIA AGENCY NA

PUBLIC RELATIONS

FLEISHMAN-HILLARD \$1.08 BILLION

FLEISHMAN-HILLARD PR AGENCY AND NETWORK \$405 MILLION
 GMMB POLITICAL AD AGENCY, PART OF FLEISHMAN-HILLARD NETWORK \$30 MILLION
 Ketchum PR AGENCY \$218 MILLION
 Porter Novelli PR AGENCY \$196 MILLION
 Brodeur Partners PR AGENCY \$76 MILLION
 Cone PR AGENCY \$10 MILLION

PUBLICIS GROUPE NO. 3 \$6.29B WORLDWIDE REVENUE

U.S. REVENUE ESTIMATE: \$2.72 BILLION
 WORLDWIDE EMPLOYEES: 45,402
 HEADQUARTERS: PARIS
 MARKET CAP: \$8.7 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Advertising \$2.20 billion; 35.0%
 Media \$1.32 billion; 21.0%
 S&M (Specialized Agencies and Marketing Services) \$2.77 billion; 44.0%

GLOBAL NETWORKS

PUBLICIS \$1.06 BILLION

Publicis NETWORK LEAD AGENCY \$875 MILLION
 Publicis Modem & Dialog MARKETING SERVICES AGENCY \$170 MILLION
 Publicis & Hal Riney AD AGENCY \$17 MILLION
LEO BURNETT WORLDWIDE \$1.10 BILLION
 Leo Burnett Worldwide NETWORK LEAD AGENCY \$777 MILLION
 Arc Worldwide MARKETING SERVICES AGENCY \$247 MILLION
 Beacon Communications JAPANESE AD AGENCY, PUBLICIS OWNS 64%; DENTIS OWNS 34% \$61 MILLION
 Lapiz Hispanic Marketing HISPANIC AD AGENCY \$6 MILLION
 Vigilante MULTICULTURAL AD AGENCY \$4 MILLION
SAATCHI & SAATCHI \$759 MILLION
 Saatchi & Saatchi NETWORK LEAD AGENCY \$650 MILLION
 Team One AD AGENCY \$50 MILLION
 Saatchi & Saatchi X MARKETING SERVICES AGENCY \$41 MILLION
 Conill HISPANIC AD AGENCY \$18 MILLION

OTHER AGENCIES

Bartle Bogle Hegarty LONDON-BASED AD AGENCY, PUBLICIS OWNS 49% \$155 MILLION
 Fallon Worldwide \$68 MILLION
 Kaplan Thaler Group AD AGENCY \$65 MILLION
 Burrell Communications Group HEALTHCARE AD AGENCY, PUBLICIS OWNS 49% \$22 MILLION
 Bromley Communications HISPANIC AD AGENCY, PUBLICIS OWNS 49% \$16 MILLION
 Amazon Advertising AD AGENCY, PUBLICIS OWNS 35% \$4 MILLION

MEDIA & DIGITAL AGENCIES: VIVAKI

ZENITHOPTIMEDIA \$779 MILLION

ZenithOptimedia MEDIA AGENCY, INCLUDES ZENITH MEDIA USA AND OPTIMEDIA INTERNATIONAL U.S. \$673 MILLION
 Moxie Interactive DIGITAL AGENCY \$60 MILLION
 Performics SEARCH MARKETING AGENCY \$31 MILLION
 Ninah ECONOMETRIC MODELING \$15 MILLION

STARCOM MEDIAVEST GROUP \$809 MILLION

Starcom MediaVest Group MEDIA AGENCY \$749 MILLION
 SMG PERFORMANCE MARKETING MARKETING SERVICES AGENCY GROUP \$31 MILLION
 SMG Search DIGITAL MARKETING, PART OF PERFORMANCE MARKETING \$14 MILLION
 Spark Communications \$13 MILLION
 Tapestry STARCOM'S MULTICULTURAL MEDIA AGENCY \$11 MILLION
 MV4Z MEDIAVEST'S MULTICULTURAL MEDIA AGENCY \$6 MILLION

DIGITAS \$550 MILLION

Digitas DIGITAL AGENCY \$443 MILLION
 Digitas Health DIGITAL HEALTHCARE AGENCY \$107 MILLION

OTHER VIVAKI NA

Razorfish DIGITAL AGENCY \$409 MILLION
 Medias & Regies Europe OUT-OF-HOME ADVERTISING \$84 MILLION
 Denuo CONSULTANCY, PART OF VIVAKI \$6 MILLION
 Phonevalley MOBILE-MARKETING AGENCY NA

HEALTHCARE AGENCIES

PUBLICIS HEALTHCARE COMMUNICATIONS GROUP \$452 MILLION

Medicus Lifebrands/ Publicis Lifebrands PART OF PUBLICIS HEALTHCARE \$111 MILLION
 Saatchi & Saatchi Healthcare Advertising PART OF PUBLICIS HEALTHCARE \$47 MILLION
 Saatchi & Saatchi Wellness PART OF PUBLICIS HEALTHCARE \$27 MILLION
 Williams Labadie PART OF PUBLICIS HEALTHCARE \$15 MILLION
 Saatchi & Saatchi Healthcare Innovations PART OF PUBLICIS HEALTHCARE \$11 MILLION

PUBLIC RELATIONS & EVENTS

M&S&L GROUP \$488 MILLION

M&S&L PR AGENCY \$237 MILLION
 Kekst & Co. PR AGENCY \$39 MILLION
 Relay EVENT MARKETING AGENCY \$16 MILLION

PERCENT OF 2009 WORLDWIDE REVENUE BY REGION

	WPP	OMNICOM GROUP	PUBLICIS GROUPE	INTERPUBLIC GROUP OF COS.
U.S.	34.7%	52.7%	43.3%	55.9%
EUROPE	38.7	30.7	34.9	22.9
REST OF WORLD	26.7	16.6	21.8	21.1
ASIA PACIFIC	NA	NA	11.0	9.5
LATIN AMERICA	NA	NA	4.8	5.1
ALL OTHER MARKETS	NA	NA	6.0	6.5

Source: Public documents. 1) Rest of world includes Central and Eastern Europe. 2) U.S. total is Ad Age DataCenter estimate.

INTERPUBLIC GROUP OF COS. NO. 4 \$6.03B WORLDWIDE REVENUE

U.S. REVENUE: \$3.37 BILLION
 WORLDWIDE EMPLOYEES: 40,000
 HEADQUARTERS: NEW YORK
 MARKET CAP: \$4.4 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Advertising & media \$4.14 billion; 68.7%
 Constituency Management Group \$915 million; 15.2%
 Healthcare \$328 million; 5.4%
 Marketing services (excluding CMG) \$646 million; 10.7%

GLOBAL NETWORKS

MCCANN WORLDGROUP \$2.67 BILLION

McCann Erickson Worldwide NETWORK LEAD AGENCY \$1.42 BILLION
 Weber Shandwick PR AGENCY, ALIGNED WITH MCCANN WORLDGROUP \$360 MILLION
 MRM Worldwide DIGITAL AND DIRECT MARKETING AGENCY \$260 MILLION
 Momentum Worldwide MARKETING SERVICES AGENCY \$175 MILLION
 McCann Healthcare Worldwide HEALTHCARE AGENCY \$138 MILLION
 Martin Agency AD AGENCY \$112 MILLION
 FutureBrand BRANDING CONSULTANCY, ALIGNED WITH MCCANN WORLDGROUP \$56 MILLION
 Campbell Mithun AD AGENCY \$53 MILLION
 TM Advertising AD AGENCY \$34 MILLION
 Avrett Free Ginsberg AD AGENCY \$19 MILLION
 Fitzgerald & Co. PART OF PUBLICIS HEALTHCARE \$18 MILLION
 Gotham AD AGENCY \$17 MILLION
 Casanova Pendlil HISPANIC AD AGENCY \$10 MILLION

MEDIA AGENCIES

DRAFTFCB \$1.18 BILLION

DraftFCB NETWORK LEAD AGENCY \$885 MILLION
 R/GA DIGITAL AGENCY \$132 MILLION
 DraftFCB Healthcare HEALTHCARE AGENCY \$112 MILLION
 Hacker Group DIRECT MARKETING AGENCY \$32 MILLION
 Rivet PROMOTION AGENCY \$14 MILLION

LOWE & PARTNERS \$543 MILLION

Lowest Partners \$253 MILLION
 Deutsch AD AGENCY, NORTH AMERICAN HUB OF LOWE NETWORK \$177 MILLION
 Lowe Healthcare Worldwide HEALTHCARE AGENCY, REPORTS INTO DEUTSCH \$80 MILLION
 Huge DIGITAL AGENCY, 51% OWNED BY INTERPUBLIC \$33 MILLION

OTHER AGENCIES

Accentmarketing HISPANIC AGENCY, INTERPUBLIC OWNS 49% \$11 MILLION
 Campbell-Ewald AD AGENCY \$161 MILLION
 Carmichael Lynch AD AGENCY \$41 MILLION
 Cuboco NA AD AGENCY
 Dailey AD AGENCY \$24 MILLION
 DeVries Public Relations PR AGENCY \$18 MILLION
 GolinHarris PR AGENCY \$109 MILLION
 Hill Holiday AD AGENCY \$160 MILLION
 IW Group ASIAN-AMERICAN AGENCY, INTERPUBLIC OWNS 49% \$11 MILLION
 Jack Morton Worldwide PR AGENCY \$95 MILLION
 Mullen AD AGENCY \$83 MILLION
 MWW Group PR AGENCY \$36 MILLION
 Octagon SPORTS AND ENTERTAINMENT MARKETING AGENCY \$121 MILLION
 Siboney USA HISPANIC AGENCY, INTERPUBLIC OWNS 49% \$5 MILLION
 Tierney Communications AD AGENCY \$11 MILLION
 Translation Consulting & Brand Imaging AD AND BRANDING AGENCY, INTERPUBLIC OWNS 60% \$6 MILLION

MEDIA AGENCIES

MEDIA BRANDS \$686 MILLION

UM MEDIA AGENCY, ALIGNED WITH MCCANN WORLDGROUP \$368 MILLION
 Initiative MEDIA AGENCY, ALIGNED WITH DRAFTFCB \$248 MILLION
 Wahlstrom Group DIRECTORY AGENCY, PART OF GEMENTUM \$20 MILLION
 Reprise Media SEARCH MARKETING AGENCY \$14 MILLION
 Magna MEDIA NEGOTIATION AND RESEARCH UNIT NA

ABOUT AGENCY FAMILY TREES 2010
 PUBLISHED APRIL 26, 2010. ORDER AD AGE'S AGENCY ISSUE, INCLUDING THE AGENCY FAMILY TREES POSTER: 1-888-288-5900.
 The poster shows 2009 revenue for key agency networks and agencies (advertising, marketing services, media and public relations) owned by the world's top 50 agency companies. Agency networks are in orange; agencies are in black. Not all units are shown; network listings not comprehensive. Ad Age DataCenter estimated revenue for networks and agencies. Figures are rounded.
 Total revenue for agency companies is from public documents. Revenue is worldwide except where indicated. Market-cap figures are as of April 16, 2010.
 Advertising Age's DataCenter produced this poster and a premium subscriber database, including details on holdings of the world's top 50 agency companies, as part of Agency Report 2010.
 See more detail, including agency descriptions, links and related Ad Age articles, in the Agency Family Trees 2010 database: AdAge.com/agencyfamilytrees2010
 See rankings of more than 800 agencies by U.S. revenue and disciplines such as digital, direct marketing and public relations: AdAge.com/agencyreport2010



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