

AdvertisingAge's AGENCY FAMILY TREES 2009

Primary holdings of the world's top four agency companies by 2008 worldwide revenue

WPP NO. 1 \$13.60B WORLDWIDE REVENUE

NORTH AMERICA REVENUE: \$4.73 BILLION
 WORLDWIDE EMPLOYEES: 112,262

HEADQUARTERS: LONDON
 MARKET CAP: \$7.96 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Advertising & media \$6.06 billion; 44.5%
 Branding/identity, healthcare & specialist communications \$3.81 billion; 28.0%
 Information, insight & consultancy \$2.37 billion; 17.4%
 Public relations & public affairs \$1.37 billion; 10.1%

GLOBAL NETWORKS

YOUNG & RUBICAM BRANDS \$2.56 BILLION

Y&R LEAD AGENCY NETWORK \$1.10 BILLION
 Burson Marsteller \$406 MILLION
 Landor Associates \$166 MILLION
 Sandler & Hennessey \$137 MILLION
 Cohn & Wolfe \$132 MILLION
 Enfatco \$115 MILLION
 Team/Y&R \$112 MILLION
 VML \$100 MILLION
 Bravo Group \$32 MILLION
 Kang & Lee \$16 MILLION
 WUNDERMAN \$880 MILLION
 Blast Radius \$60 MILLION
 RTC Relationship Marketing \$26 MILLION
 Zaaz \$24 MILLION
 DesignKitchen \$12 MILLION

OGILVY GROUP \$1.92 BILLION

Ogilvy & Mather Worldwide \$771 MILLION
 Ogilvy Healthworld \$95 MILLION
 Memac Ogilvy & Mather \$51 MILLION
 OGILVYONE WORLDWIDE \$1.05 BILLION
 OgilvyInteractive \$374 MILLION
 OgilvyAction \$102 MILLION
 Neo@Ogilvy \$88 MILLION
 Bates 141 \$154 MILLION

JWT \$1.38 BILLION

JWT \$1.16 BILLION
 RMG Connect \$153 MILLION
 JWT Specialized Communications \$49 MILLION
 Malone Advertising \$22 MILLION

GREY GROUP \$1.19 BILLION

Grey \$614 MILLION
 G2 \$439 MILLION
 GHG \$119 MILLION
 Batey \$10 MILLION
 Winglatino \$9 MILLION

UNITED GROUP \$111 MILLION

Berlin Cameron United \$19 MILLION
 Cole & Weber United \$14 MILLION

OTHER AGENCIES

Brouillard \$15 MILLION
 CommonHealth \$200 MILLION
 Tapsa \$41 MILLION
 WPP DIGITAL \$220 MILLION
 24/7 Real Media \$113 MILLION
 Schematic \$44 MILLION
 Bridge Worldwide \$37 MILLION
 Blue Interactive Marketing \$14 MILLION
 HeathWallace \$9 MILLION

MEDIA AGENCIES

GROUP M \$2.36 BILLION

Mindshare Worldwide \$827 MILLION
 Mediaedge:cia \$705 MILLION
 MediaCom \$640 MILLION
 Maxus \$95 MILLION
 Group M Search \$88 MILLION

WPP INVESTMENTS

Asatsu-DK \$503 MILLION
 STW Group \$256 MILLION
 Chime Communications \$203 MILLION
 HighCo \$101 MILLION
 BPG Group (Bates PanGulf) \$57 MILLION
 GIR \$52 MILLION
 CHI & Partners \$46 MILLION
 UniWorld Group \$26 MILLION
 Kinetic NA

MARKET RESEARCH

Kantar Group \$2.37 BILLION

OMNICOM GROUP NO. 2 \$13.36B WORLDWIDE REVENUE

U.S. REVENUE: \$6.89 BILLION
 WORLDWIDE EMPLOYEES: 68,000

HEADQUARTERS: NEW YORK
 MARKET CAP: \$8.97 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Specialty communications \$1.28 billion; 9.5%
 Traditional media advertising \$5.73 billion; 42.9%
 Public relations \$1.27 billion; 9.5%
 Customer relationship management \$5.08 billion; 38.1%

GLOBAL NETWORKS

DBB WORLDWIDE COMMUNICATIONS GROUP \$2.80 BILLION

DDB Worldwide \$1.51 BILLION
 Interbrand \$257 MILLION
 Tribal DDB \$235 MILLION
 Footsteps \$7 MILLION
 GMMB \$39 MILLION
 Alma DDB \$15 MILLION
 Rodgers Townsend \$14 MILLION
 Roberts & Tarlow \$12 MILLION
 Spike DDB \$4 MILLION
 RAPP \$657 MILLION
 Kern Organization \$17 MILLION

BBDO WORLDWIDE \$2.53 BILLION

BBDO Worldwide \$1.99 BILLION
 Proximity Worldwide \$347 MILLION
 Organic \$129 MILLION
 Atmosphere \$60 MILLION
 Barefoot \$11 MILLION

TBWA WORLDWIDE \$1.96 BILLION

TBWA Worldwide \$1.36 BILLION
 Zimmerman Advertising \$186 MILLION
 Integer Group \$136 MILLION
 TBWA/WorldHealth \$101 MILLION
 Agency.com \$94 MILLION
 Tequila \$80 MILLION

OTHER AGENCIES

180 Amsterdam/180 LA \$44 MILLION
 Alcone Marketing Group \$44 MILLION
 Arnell Group \$27 MILLION
 Beanstalk Group \$16 MILLION

OTHER AGENCIES

Bernard Hodes Group \$116 MILLION
 C2 Creative \$11 MILLION
 Cline Davis & Mann \$130 MILLION
 Corbett Accel Healthcare Group \$61 MILLION
 Critical Mass \$83 MILLION
 Cutwater \$9 MILLION
 Dieste \$45 MILLION
 Direct Partners \$19 MILLION
 Doremus \$47 MILLION
 Downtown Partners Chicago \$4 MILLION
 Element 79 Partners \$31 MILLION
 Tribal DDB \$235 MILLION
 Footsteps \$7 MILLION
 GMMB \$39 MILLION
 GMR Marketing \$106 MILLION
 Rodgers Townsend \$14 MILLION
 Goodyby, Silverstein & Partners \$125 MILLION
 Grizzard Communications Group \$36 MILLION
 Harrison & Star \$55 MILLION
 Javelin Direct \$53 MILLION
 LatinWorks \$17 MILLION
 Marketing Arm \$73 MILLION
 Martin Williams Advertising \$41 MILLION
 Merkle & Partners \$61 MILLION
 Red Urban \$13 MILLION
 Russ Reid Co. \$29 MILLION
 Serino Coyne \$14 MILLION
 Siegel & Gale \$23 MILLION
 Targetbase \$94 MILLION
 Unit 7 \$21 MILLION

MEDIA AGENCIES

OMNICOM MEDIA GROUP \$2.00 BILLION

OMD Worldwide \$907 MILLION
 PHD \$176 MILLION
 Novus Print Media Network \$160 MILLION
 Resolution Media \$14 MILLION
 Ketchum Directory Advertising \$101 MILLION

INTERPUBLIC GROUP OF COS. NO. 3 \$6.96B WORLDWIDE REVENUE

U.S. REVENUE: \$3.79 BILLION
 WORLDWIDE EMPLOYEES: 45,000

HEADQUARTERS: NEW YORK
 MARKET CAP: \$2.70 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Advertising & media \$4.36 billion; 62.6%
 Specialty Management Group \$1.07 billion; 15.4%
 Healthcare \$369 million; 5.3%
 Marketing services (excluding CMG) \$1.17 billion; 16.8%

GLOBAL NETWORKS

MCCANN WORLDGROUP \$2.80 BILLION

McCann Erickson Worldwide \$1.74 BILLION
 MRM Worldwide \$391 MILLION
 Momentum Worldwide \$216 MILLION
 McCann Healthcare Worldwide \$159 MILLION
 Fortune Promoseven/MCN \$135 MILLION
 Martin Agency \$91 MILLION
 Campbell Mithun \$74 MILLION
 TM Advertising \$42 MILLION
 Fitzgerald & Co. \$28 MILLION
 Avrett Free Ginsberg \$24 MILLION
 Gotham \$20 MILLION
 Casanova Pendrill \$15 MILLION

DRAFTFCB \$1.25 BILLION

DrafftCB \$955 MILLION
 R/GA \$130 MILLION
 DrafftCB HealthCare \$105 MILLION
 Hacker Group \$38 MILLION
 Rivet \$18 MILLION

LOWE \$571 MILLION

Lowe Worldwide \$459 MILLION
 Lowe Healthcare Worldwide \$112 MILLION

OTHER AGENCIES

Accentmarketing \$14 MILLION
 Campbell-Ewald \$210 MILLION
 Carmichael Lynch \$47 MILLION
 Dailey \$34 MILLION
 Deutsch \$148 MILLION
 Endeavor Marketing NA

MEDIA AGENCIES

Universal McCann \$415 MILLION
 Initiative \$326 MILLION
 Reprise Media \$14 MILLION
 Wahlistrom Group \$30 MILLION
 Newspaper Services of America NA

PUBLIC RELATIONS

GolinHarris \$115 MILLION
 Weber Shandwick \$380 MILLION

PUBLICIS GROUPE NO. 4 \$6.90B WORLDWIDE REVENUE

NORTH AMERICA REVENUE: \$2.95 BILLION
 WORLDWIDE EMPLOYEES: 44,727

HEADQUARTERS: PARIS
 MARKET CAP: \$5.45 BILLION

WORLDWIDE REVENUE BY DISCIPLINE

Advertising \$2.62 billion; 38.0%
 Media \$1.79 billion; 26.0%
 SAMS (Specialized Agencies and Marketing Services) \$2.48 billion; 36.0%

GLOBAL NETWORKS

PUBLICIS \$1.26 BILLION

Publicis \$1.07 BILLION
 Publicis & Hal Riney \$20 MILLION
 Publicis Modem & Dialog \$189 MILLION

LEO BURNETT WORLDWIDE \$1.16 BILLION

Leo Burnett Worldwide \$795 MILLION
 Arc Worldwide \$293 MILLION
 Lapiz Hispanic Marketing \$6 MILLION
 Vigilante Advertising \$5 MILLION
 Beacon Communications \$62 MILLION
 SAATCHI & SAATCHI \$936 MILLION
 Saatchi & Saatchi \$790 MILLION
 Saatchi & Saatchi X \$71 MILLION
 Team One Advertising \$55 MILLION
 Conill Advertising \$20 MILLION
 Saatchi & Saatchi S NA

OTHER AGENCIES

Bartle Bogle Hegarty \$169 MILLION
 Bromley Communications \$21 MILLION
 Burrell Comm. Group \$22 MILLION
 Fallon Worldwide \$81 MILLION
 Kaplan Thaler Group \$61 MILLION
 Relay Worldwide \$17 MILLION

MEDIA AGENCIES/VIVAKI

STARCOM MEDIAVEST GROUP \$912 MILLION
 SMG Search \$13 MILLION
 Spark \$12 MILLION
 Tapestry \$11 MILLION
 MV42 \$6 MILLION
 ZENITHOPTIMEDIA \$769 MILLION
 Moxie Interactive \$18 MILLION
 Vivaki \$525 MILLION
 Performics \$38 MILLION
 Denuo \$8 MILLION

HEALTHCARE AGENCIES

Saatchi & Saatchi Healthcare Communications \$85 MILLION
 Medicus Lifebrands \$45 MILLION
 Brand Pharm \$16 MILLION
 Williams-Labadie \$15 MILLION

PERCENT OF 2008 WORLDWIDE REVENUE BY REGION

	OMNICOM GROUP	INTERPUBLIC GROUP OF COS.	WPP	PUBLICIS GROUPE
U.S.	51.6%	54.5%	34.8%	42.7%
EUROPE	32.3%	25.3%	41.2%	38.4%
ASIA PACIFIC		9.4%		11.0%
LATIN AMERICA	16.2%	5.1%	24.0%	5.1%
ALL OTHER MARKETS		5.8%		2.9%

ABOUT AGENCY FAMILY TREES 2009
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Advertising Age's DataCenter produced this poster and a premium subscriber database (AdAge.com/agencyfamilytrees09) as part of Agency Report 2009. The poster shows 2008 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. Market-cap figures are as of April 17, 2009.

*Public relations agency revenue excluded from orange-colored network totals.
 Source: Ad Age DataCenter analysis

AGENCY PROFILES: ADAGE.COM/AGENCYFAMILYTREES09
 AGENCY RANKINGS: ADAGE.COM/AGENCYREPORT09

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