

# GLOBAL AGENCY NETWORK MAP 2009

## OMNIGROUP

CEO and President: John Wien  
Established: 1986  
Headquarters: New York  
Number of countries: 100+  
Number of offices: 1,500+  
Employees: 68,000  
Revenue for 2008: \$13.4bn

Revenue Split:  
US: 51.6%  
Europe: 22.3%  
UK: 9.9%  
Latin America: 6%  
Asia Pacific: 16.2%

### DIVERSIFIED AGENCY SERVICES

**HEALTHCARE NETWORK**  
Number of countries: 19  
ADELPHI  
Number of offices: 11  
Revenue for 2008: \$1.56bn

**PUBLIC RELATIONS**  
BRODIE/PLEON WORLDWIDE  
Number of countries: 49  
GRUS EUROPE  
Number of countries: 2  
FLEISHMAN-HILLARD  
Number of countries: 25  
KETCHUM  
Number of countries: 52  
KREAB GAVIN ANDERSON  
Number of countries: 25  
PORTER NOVELLI  
Number of countries: 60

**ENTERTAINMENT/EVENTS**  
RADIATE GROUP  
Number of countries: 13  
THE MARKETING ARM  
Number of countries: 2

**RETAIL/PROMOTIONAL**  
ALGOME MARKETING GROUP  
Number of countries: 80  
TRACYLOCKE  
US only  
THE KITCHEN LONDON  
UK only

**FIELD MARKETING**  
CPM  
Number of countries: 14  
MARKETSTAR  
Number of countries: 20  
UNSONO FIELD MARKETING  
China Only

**DIRECT MARKETING**  
DIRECT PARTNERS  
US only  
JANUEN DIRECT  
US only  
RAPP  
Number of countries: 39  
TARGETBASE  
Number of countries: 2  
UNIT 7  
US only

**CORPORATE & BRAND IDENTITY**  
HALL & PARTNERS  
Number of countries: 3  
HORNALL ANDERSON  
US only  
INTERBRAND  
Number of countries: 24  
SIEGEL + GALE  
Number of countries: 3  
STERLING BRANDS  
US only  
WOLFF OLINS  
Number of countries: 3

**BRAND/TRADEMARK LICENSING**  
THE BEANSTALK GROUP  
Number of countries: 3  
RESEARCH FLAMINGO  
Number of countries: 4

**RECRUITMENT COMMUNICATIONS**  
BERNARD HODES  
Number of countries: 35

**FINANCIAL/BUSINESS TO BUSINESS ADVERTISING**  
DORNBUS  
Number of countries: 4

**CUSTOM PUBLISHING SPECIALIST**  
UK only

**DESIGN**  
DESIGN FORUM  
US only  
PAUFFLEY  
UK only  
THE DESIGNORY  
US only

**INTERACTIVE MEDIA**  
AGENCY REPUBLIC  
Number of countries: 2  
CRITICAL MASS  
Number of countries: 7  
ORGANIC  
Number of countries: 2  
WEAPON 7  
US only

**MULTICULTURAL**  
DIESTE  
US only  
LATINWORKS  
US only  
FOOTSTEPS GROUP  
US only

### OMNIMEDIA GROUP

President & CEO: Danyl Simm  
CEO EMEA: Colin Gottlieb  
CEO North America: Page Thompson  
CEO APAC: Barry Cappel  
CEO Latin America: Mauricio Sabogal

### OMD WORLDWIDE

CEO: Mainardo de Nardis  
Number of countries: 80  
Number of offices: 140+

### PHD NETWORK

President & CEO: Mike Cooper  
Number of countries: 52  
Number of offices: 61

### BBDO WORLDWIDE

President & CEO: Andrew Robertson  
Number of countries: 79  
Number of offices: 287

**INTERACTIVE MARKETING/CRM**  
PROXIMITY WORLDWIDE  
Chairman: Andrew Robertson  
Number of countries: 50  
Number of offices: 59

**INTERACTIVE MARKETING**  
ATMOSPHERE BBDO  
US only

### DBB WORLDWIDE

President & CEO: Chuck Bryner  
Number of countries: 200+

**MULTICULTURAL**  
ALMA DDB  
Number of countries: 16  
SPIKE DDB WORLDWIDE  
US only

**INTERACTIVE COMMUNICATIONS**  
TRIBAL DDB WORLDWIDE  
Number of countries: 43  
Number of offices: 25

### TBWA WORLDWIDE

President & CEO: Tom Carroll  
Number of countries: 77  
Number of offices: 267

**RELATIONSHIP MARKETING**  
TEQUILA  
Number of countries: 35

**INTERACTIVE MARKETING**  
AGENCY.COM  
Number of countries: 6

**RETAIL MARKETING**  
INTEGRO GROUP  
Number of countries: 5

### INDEPENDENTS

180 AMSTERDAM  
Number of countries: 2  
CUTWATER  
US only  
GOODY, SILVERSTEIN & PARTNERS  
US only  
SSSBALIDEA CITY  
US only  
MARTIN WILLIAMS  
US only  
MERILEY + PARTNERS  
US only  
ZIMMERMAN ADVERTISING  
US only

## HAVAS

Chairman: Vincent Bolloré  
CEO: Fernando Rodés Vila  
Established: 1991  
Headquarters: Surereins  
Number of countries: 109  
Employees: 400+  
Revenue for 2008: €1.56bn

Revenue Split:  
US: 25.3%  
Europe: 59%  
Latin America: 30%  
Asia Pacific: 5%

### HAVAS MEDIA

CEO: Alfonso Rodés Vila  
Number of countries: 109

MPG  
CEO: Maria Luisa Francoll  
Number of countries: 109

ARENA MEDIA COMMUNICATIONS  
CEO: Joaquin Bohorquez  
Number of countries: 9

HAVAS DIGITAL  
Co-CEO: Gabriel Saenz de Buruaga  
Co-CEO: Anthony Rhind  
Number of countries: 35

HAVAS SPORTS & ENTERTAINMENT  
CEO: Lucien Boyer  
Number of countries: 20

### HAVAS WORLDWIDE

CEO: David Jones

### EURO RSCG WORLDWIDE

Number of countries: 75  
Number of offices: 233

**HEALTHCARE**  
EURO RSCG LIFE  
Managing partners: Doug Burton & Donna Murphy  
Number of countries: 50

**MARKETING SERVICES & DIGITAL**  
EURO RSCG 4D  
CEO: Matt Atkinson  
Chairman: George Gallate  
Number of countries: 45

**CORPORATE COMMUNICATIONS**  
EURO RSCG WORLDWIDE PR  
CEO: Laurent Habib  
Number of countries: 38

### ARNOLD WORLDWIDE

Chairman: Ed Eskandarian  
CEO: Fran Kelly  
Number of countries: 7

### PALM+HAVAS

CEO: Ann Bouthillier  
Number of countries: 2

### H

Co-President: Christophe Lafarge  
Co-President: Gilbert Scher  
Co-President: Benoit Devarieux  
Number of countries: 1

### W&CIE

President & founder: Denis Gancel  
Co-founder & creative director: Gilles Deleris  
Number of countries: 1

## INTERPUBLIC GROUP

CEO & President: Michael I. Roth  
Established: 1961  
Headquarters: New York  
Employees: 43,000  
Revenue for 2008: \$6.96bn

Revenue Split:  
US: 54.4%  
Europe: 25.3%  
Asia Pacific: 9.4%  
Latin America: 5%  
Other: 5.8%

### MEDIABRANDS

President & CEO: Nick Brian  
President APAC: Jeff Cressall  
President LATAM: Jean-Cristophe Petit  
President EMEA: Graham Duff

UNIVERSAL MCCANN  
CEO: Matt Seiler  
Number of Countries: 66

INITIATIVE  
CEO: Richard Beaven  
Number of Countries: 70

ID MEDIA  
Chairman & CEO: Lynn Fantom

NEWSPAPER SERVICES OF AMERICA (NSA)  
CEO: Dave Walker

OUTDOOR SERVICES (OSI)  
President: Steve Mueller

WAHLSTROM GROUP  
President: Geoff Kehoe

ANSIBLE  
President: Larry Harris

INTERPUBLIC EMERGING MEDIA LAB  
VP/director: Lori Schwartz

IPM  
CEO: Roy Jeans

MAGNA  
President: Elizabeth Herbst-Brady

ORION TRADING  
President & CEO: Brian McMahon

MARKETING ACCOUNTABILITY PRACTICE (MAP)  
Managing director: Neil Carter

SANDBOX  
CEO: Wayne Fletcher

BRAND CONNECTIONS  
J3  
FASTBRIDGE

### MCCANN WORLDGROUP

Chairman & CEO: John Dooner  
Number of Countries: 114

MCCANN ERICKSON WORLDWIDE  
Chairman & CEO: John Dooner  
Number of Countries: 105

MCCANN HEALTHCARE WORLDWIDE  
CEO: Richard Nordstrom  
Number of Countries: 15

WEBER SHANDWICK  
Chairman: Harris Diamond  
Jack Leslie  
Number of Countries: 39

JACK MORTON WORLDWIDE  
Chairman & CEO: Josh McCall  
Number of Countries: 15

OTAGON  
President & CEO: Rick Dudley  
Number of Countries: 18  
ROGERS & COWAN

GOLINHARRIS  
CEO: Fred Cook  
Number of Countries: 15

FUTUREBRAND  
President: Patrick Smith  
Number of Countries: 18

MWV GROUP  
President & CEO: Michael W. Kemper  
FINANCIAL RELATIONS BOARD

CASSIDY & ASSOCIATES  
Founder & executive chairman: Gerald S.J. Cassidy  
CEO & senior vice chairman: Martin A. Rauson  
President: Martin A. Rauson  
CEO: Madeline DeVries  
Jim Allan

THE RHODAS GROUP  
CEO: Barry Rhoads

CURRENT LIFESTYLES MARKETING  
President: Virginia Devlin

### INDEPENDENTS

THE AXIS AGENCY  
President: Armando Azarozca

BRAGMAN NYMAN CAFARELLI  
Chairman & CEO: Michael Nyman

CAMPBELL EWALD  
Chairman & CEO: Tony Hopp

ACCENT MARKETING WOMEN/WOMEN COMING

CAMPBELL MITHUN  
CEO: Steve Wehrenberg  
KIDCOM WORLDWIDE

CARMICHAEL LYNCH  
Managing partner: Doug Spang  
CARMICHAEL LYNCH SPRING  
CARMICHAEL LYNCH THORBURN

CASANOVA PENNIBILL  
President & CEO: Ingrid Otero-Smart

DAILEY & ASSOCIATES  
CEO: Bruce Miller

DEUTSCH  
CEO: Linda Sawyer

DEUTSCH MEDIA DIRECT/DEUTSCH DEUTSCH

GOTHAM  
Chairman & CEO: Peter McGuinness

HILL HOLLIDAY  
President & CEO: Mike Sheehan

IW GROUP  
Chairman & CEO: Bill Imada

JAY ADVERTISING  
CEO: Ferdinand Jay Smith

KALEIDOSCOPE  
CEO: Ray Volpe

KRC RESEARCH  
CEO: Peter Shafer

THE MARTIN AGENCY  
Chairman & CEO: John B. Adams, Jr.  
INGENUITY MEDIA

MULLER  
President & CEO: Joe Grimaldi  
FRANK ABOUT WOMEN

R/GA  
Chairman & CEO: Bob Greenberg

RIVET  
Managing director: Lor Gold

SIBONEY USA  
Chairman & CEO: Jose M. Cubas

THE SLOAN GROUP  
Managing director: Andrew Zuckert

TRANSLATION  
CEO: Steve Stoute

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Chairman & CEO: Michael Nyman

CAMPBELL EWALD  
Chairman & CEO: Tony Hopp

ACCENT MARKETING WOMEN/WOMEN COMING

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CEO: Steve Wehrenberg  
KIDCOM WORLDWIDE

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Managing partner: Doug Spang  
CARMICHAEL LYNCH SPRING  
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President & CEO: Ingrid Otero-Smart

DAILEY & ASSOCIATES  
CEO: Bruce Miller

DEUTSCH  
CEO: Linda Sawyer

DEUTSCH MEDIA DIRECT/DEUTSCH DEUTSCH

GOTHAM  
Chairman & CEO: Peter McGuinness

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President & CEO: Mike Sheehan

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CEO: Ferdinand Jay Smith

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CEO: Ray Volpe

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CEO: Peter Shafer

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INGENUITY MEDIA

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FRANK ABOUT WOMEN

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Chairman & CEO: Jose M. Cubas

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Managing director: Andrew Zuckert

TRANSLATION  
CEO: Steve Stoute

## WPP

Established: 1986  
Headquarters: London  
Number of countries: 107  
Number of offices: 2,400  
Employees: 135,000 (including associates)  
Revenue for 2008: £7.5bn

Revenue Split:  
North America: 23%  
Europe: 62%  
Latin America: 6%  
Asia Pacific: 14%

### GROUPM

CEO: Irwin Gottlieb

GROUPM ENTERTAINMENT  
GROUPM ESP  
GROUPM INTERACTION  
GROUPM ADIOTN  
GROUPM MATRIX  
SIGNPOSTER.COM  
IEG  
H&B  
OUTRIDER  
THE LEVERAGE GROUP

### MAXUS

CEO: Kelly Clark  
Number of countries: 35

### MEDIACOM

CEO: Stephen Allan  
Number of countries: 90  
Number of offices: 111

MEDIACOM INTERACTION  
MEDIACOM SEARCH  
MEDIACOM DIRECT  
MEDIACOM MOBILE  
MEDIACOM BUSINESS SCIENCE  
MEDIACOM INSIGHTS  
MEDIACOM ESP

### MEDIAEDGE:GIA

CEO: Charles Courter  
Number of countries: 84  
Number of offices: 250

MEDIA ENTERTAINMENT  
MEE INTERACTION  
MEE MEDIALAB  
MEE RETAIL  
MEE ACCESS  
MEE BRAND  
GLOBAL SOLUTIONS  
CREATIVE SOLUTIONS  
M2  
NOTA BENE  
OHAL  
PURELY MEDIA  
RED DE MEDIOS

### MINDSHARE

CEO: Dominic Proctor  
Number of countries: 74  
Number of offices: 104

CLIENT LEADERSHIP  
BUSINESS PLANNING  
INVENTION  
THE EXCHANGE

### KINETIC (joint venture)

CEO: Eric Newsham  
Number of countries: 24  
Number of offices: 36

### INDEPENDENTS

ADDISON CORPORATE MARKETING  
UK only  
BIGWORKFUTURES  
UK only  
BUCHANAN  
Number of countries: 3  
THE BRAND UNION  
Number of countries: 16  
CHAMPARTNERS (associate)  
Number of countries: 2  
COMMONHEALTH  
Number of countries: 3  
GARYWORKS  
Number of countries: 3  
EWA  
UK only  
FINSBURY  
Number of countries: 2  
FITCH  
Number of countries: 8  
THE FOOD GROUP  
US only  
FORWARD  
UK only  
THE GEPETTO GROUP  
US only  
HILL & KNOWLTON  
Number of countries: 43  
KRMEDIA (associate)  
Francis & Taylor  
LAMBIE-NAIRN  
Number of countries: 2  
METRO GROUP  
UK only  
MUM  
Number of countries: 2  
PRESAR GROUP  
Number of countries: 6  
SPAFAX  
Number of countries: 7  
TAPAS  
Spain only

## JWT

Chairman & CEO: Bob Jeffrey  
Number of countries: 90  
Number of offices: 180

RMG CONNECT WORLDWIDE  
Digital director: JWT & RMG  
David Eastman  
Number of countries: 23

### BATES 141

Chairman: Jeffrey Yu  
Number of countries: 12

### OGILVY & MATHER WORLDWIDE

Chairman & CEO: Shelly Lazarus  
Number of countries: 120  
Number of offices: 450+

OGILVY HEALTHWORLD  
CEO: Miles Young  
Number of countries: 15  
Number of offices: 35

OGILVY ONE  
Chairman & CEO: Brian Fetherstonhaugh  
Number of countries: 50  
Number of offices: 130+

OGILVY PR  
CEO: Marcia Silverman  
Number of countries: 50  
Number of offices: 74

OGILVY GOVERNMENT RELATIONS  
FENSTEIN KEAN HEALTHCARE

OGILVY ACTION  
CEO: Rick Roth  
Number of countries: 46  
Number of offices: 61

### KANTAR

ADDED VALUE  
Number of countries: 14  
CENTER PARTNERS  
US only  
IMB INTERNATIONAL  
Number of countries: 3  
KANTAR JAPAN  
Number of countries: 3  
KANTAR OPERATIONS  
Number of countries: 4  
KANTAR WORLDWIDE  
Number of countries: 70  
LIGHTSPEED RESEARCH  
Number of countries: 9  
MILLWARD BROWN  
Number of countries: 43  
THE FUTURES COMPANY  
Number of countries: 5  
TNS  
Number of countries: 70  
UK only

### KANTAR HEALTHCARE

TNS HEALTHCARE  
Number of countries: 70  
CLIENT LEADERSHIP  
BUSINESS PLANNING  
INVENTION  
THE EXCHANGE

### KANTAR MEDIA

KANTAR MEDIA INTELLIGENCE  
Number of countries: 50  
KANTAR AUDIENCE MEASUREMENT  
Number of countries: 50  
TGI GLOBAL  
Number of countries: 50  
UK only

### KANTAR RETAIL

GLENNING  
Number of countries: 7  
CANNONDALE ASSOCIATES  
US only  
MANAGEMENT VENTURES  
Number of countries: 2  
RETAIL FORWARD  
UK only  
RED DOT  
UK only  
Number of countries: 2

### GREY GROUP

Chairman & CEO: Jim Heekin  
Number of countries: 96

GREY  
Chairman & CEO: Jim Heekin

G2  
Chairman & CEO: Joe Cella  
Number of countries: 42

G2 DIRECT & DIGITAL  
G2 BRANDING & DESIGN  
G2 INTERACTIVE  
G2 PROMOTIONAL MARKETING

## AEGIS GROUP

CEO: John Napier (Interim)  
Established: 1990  
Headquarters: London  
Employees: 15,000  
Revenue for 2008: £1.34bn

Revenue Split:  
Americas: 23%  
EMEA: 62%  
Asia Pacific: 14%

### AEGIS MEDIA

CEO: Jerry Buhmann  
CEO North America: Nigel Morris  
CEO APAC: Patrick Stibbe  
CEO Iberia & Latin America: José Luis de Rojas  
CEO Northern Europe: Nigel Sharrocks  
CEO Southern Europe: Marie-Laure Saury de Chalot  
CEO Central & Eastern Europe: Andreas Bötte  
Chief client officer: Maryn Rattle

### CARAT

Number of countries: 70

### VIZEUM

Number of countries: 43

### ISOBAR

CEO: Mark Cranmer  
Number of countries: 38

### POSTERSCOPE WORLDWIDE

President: Annie Rickard  
Number of countries: 21

### SYNOVATE

CEO: Adrian Chedore  
Number of countries: 62

### RED CELL

CEO: Laurence Mellman  
Number of countries: 4  
Number of offices: 5

## PUBLICIS GROUPE

Chairman & CEO: Maurice Lévy  
Established: 1926  
Number of countries: 104  
Employees: 44,000  
Revenue for 2008: €4.7bn

Revenue Split:  
North America: 42.7%  
Europe: 38.4%  
Asia Pacific: 11%  
Latin America: 5.1%  
Africa & Middle East: 2.8%

### PUBLICIS HEALTHCARE COMMUNICATIONS GROUP

President & CEO: Nick Colard  
Number of countries: 10  
Number of offices: 41

BOZ GROUP  
BRAND PHARM  
HEALTHCARE  
IMED  
MALLERSS MANAGED MARKETS  
MEDICUS LIFE BRANDS  
MEDICUS LIFE BRANDS  
PUBLICIS MEDICAL EDUCATION GROUP  
PUBLICIS STRATEGIC SOLUTIONS GROUP  
SAATCHI & SAATCHI HEALTHCARE

### PUBLICIS PUBLIC RELATIONS & CORPORATE COMMUNICATIONS GROUP

CEO: Olivier Fleuret  
Number of countries: 19  
Number of offices: 64

KEST & COMPANY  
MS&L WORLDWIDE  
PUBLICIS CONSULTANTS WORLDWIDE

### EVENTS/SPONSORSHIP

CEO: Olivier Fleuret  
Number of countries: 9  
Number of offices: 28

EMOTION  
PRIS  
PUBLICIS EVENTS WORLDWIDE  
PUBLICIS LIVE  
PUBLICIS MEETINGS  
REPLAY  
SPONSORSHIP INTELLIGENCE

### PRODUCTION

Number of countries: 7  
Number of offices: 11

MARKET FORWARD  
MUNDOCOM  
WAM

### MULTICULTURAL AGENCIES

BROOKLYN COMMUNICATIONS  
BURRELL  
DOUBLE PLATINUM

### DIGITAS

CEO: Laura Lang  
Number of countries: 16  
Number of offices: 29

DIGITAS HEALTH  
PRODIGIOUS WORLDWIDE SOLUTIONS (DIGITAS)  
THE THIRD ACT  
TRIBAL

### DENUO

CEO: Rihad Tobaccowala  
Number of countries: 2  
Number of offices: 4

### LEO BURNETT

Chairman & CEO: Tom Bernardin  
Number of countries: 84  
Number of offices: 95

ARC  
ATELER  
BEACON COMMUNICATIONS  
CITIZEN2  
LAPZ  
MARTIN RETAIL GROUP  
VIGILANTE

### PUBLICIS WORLDWIDE

COO: Richard Pinder  
Number of countries: 80  
Number of offices: 200

PUBLICIS MODERN  
PUBLICIS DIALOG  
DUVAL GUILLAUME  
MARCEL  
PUBLICIS & HAL RINEY  
BLOGBANG

### SAATCHI & SAATCHI

CEO: Kevin Roberts  
Number of countries: 86  
Number of offices: 150

TEAM ONE  
CONNIL  
SAATCHI & SAATCHI X  
SAATCHI & SAATCHI S  
SAATCHI & SAATCHI DESIGN  
WORLDWIDE  
YOUTH CONNECTION  
SPRING

### FALLON

Chairman emeritus: Pat Fallon  
CEO Fallon North America: Chris Foster  
CEO\_SSF Group UK: Robert Senior  
Number of countries: 3  
Number of offices: 3

### BARTLE BOGLE HEGARTY (US-owned)

Chairman: Nigel Bogle  
Creative director: John Hegarty  
CEO: Simon Sherwood  
Number of countries: 6  
Number of offices: 6

### THE KAPLAN THALER GROUP

CEO & chief creative officer: Linda Kaplan Thaler  
President: Robin Koval  
Number of countries: 1  
Number of offices: 1

## DENTSU INC

President & CEO: Tatsuyoshi Takahama  
Established: 1901  
Headquarters: Tokyo  
Number of countries: 22  
Employees: 18,235

### DENTSU GROUP

Number of countries: 66

JAPAN  
Number of countries: 10  
Number of offices: 52

AMERICAS  
Number of countries: 4  
Number of offices: 15

EUROPE  
Number of countries: 7  
Number of offices: 18

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Methodology  
This chart is designed to show ownership structures of the major networks. It does not cover networks of independent affiliates. Revenues are shown in the company's preferred reporting currency.

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