

# Advertising Age

MAY 2, 2016

## AGENCY REPORT 2016

### DIGITAL

By 2015 revenue in each discipline. Dollars in millions. Subscribe to Ad Age Datacenter to see expanded rankings and digital network profiles: [AdAge.com/agencyreport2016](http://AdAge.com/agencyreport2016)

#### DIGITAL NETWORKS: WORLDWIDE

15 largest networks by revenue.

RANK		AGENCY, COMPANY	HEADQUARTERS	WORLDWIDE REVENUE	
2015	2014			2015	% CHG
1	1	Accenture Interactive <small>Accenture</small>	New York/London	\$2,923	57.8
2	2	IBM Interactive Experience* <small>IBM Corp.</small>	Armonk, N.Y.	2,125	NA
3	3	Deloitte Digital* <small>Deloitte</small>	New York	1,648	NA
4	4	Epsilon <small>Alliance Data Systems Corp.</small>	Irving, Texas	1,226	2.1
5	5	Wunderman* <small>WPP</small>	New York	1,168	-0.6
6	6	<b>PWC DIGITAL SERVICES</b> <small>PwC</small>		<b>\$1,121</b>	<b>NA</b> <small>New York</small>
7	7	Ogilvy & Mather* <small>WPP</small>	New York	1,038	-5.9
8	8	SapientNitro* <small>Publicis</small>	Boston	917	2.2
9	9	DigitasLBI* <small>Publicis</small>	Boston	897	3.0
10	NA	Havas Digital Group* <small>Havas</small>	Puteaux, France	811	NA
11	11	Razorfish Global* <small>Publicis</small>	New York	769	-4.7
12	12	Publicis Worldwide (Nurun)* <small>Publicis</small>	Paris	664	6.9
13	NA	J. Walter Thompson Co.* <small>WPP</small>	New York	597	NA
14	15	Isobar* <small>Dentsu</small>	London	535	17.8
15	13	Proximity* <small>Omnicom</small>	New York	534	-8.9
Total and percent change for world's 15 largest digital networks				\$16,974	NA

Source: Ad Age Datacenter (Agency Report 2016). Numbers rounded. Asterisk indicates Ad Age Datacenter estimate. Agencies ranked based on revenue in discipline. 2015 and 2014 revenue and rankings based on data collected and/or adjusted in 2016. Revenue for 2015 and 2014 shown pro forma. Non-U.S. portion of worldwide revenue in U.S. dollars for agency companies was depressed by weakness in global currencies vs. the dollar in 2015. Brazilian real: -28.5%; Australian dollar: -16.6%; euro: -16.4%; Canadian dollar: -13.5%; Japanese yen: -12.8%; British pound: -7.2%; South Korean won: -6.3%. See "Effects of FX," P. 13.

Digital networks: Ranking includes digital networks (including units that report into networks). Ranking excludes media agencies. Razorfish Global: Including Razorfish, Rosetta, Expicient, Level Studios and Nurun Services Conseils. J. Walter Thompson Co.: Including Mirum.

#### DIGITAL NETWORKS: U.S.

20 largest networks by revenue.

RANK		AGENCY, COMPANY	HEADQUARTERS	U.S. REVENUE	
2015	2014			2015	% CHG
1	2	Accenture Interactive <small>Accenture</small>	New York/London	\$1,232	70.8
2	1	Epsilon <small>Alliance Data Systems Corp.</small>	Irving, Texas	1,169	3.4
3	3	Deloitte Digital* <small>Deloitte</small>	New York	865	NA
4	4	IBM Interactive Experience* <small>IBM Corp.</small>	Armonk, N.Y.	797	NA
5	5	Razorfish Global* <small>Publicis</small>	New York	652	-1.3
6	6	<b>PWC DIGITAL SERVICES</b> <small>PwC</small>		<b>\$624</b>	<b>NA</b> <small>New York</small>
7	7	SapientNitro* <small>Publicis</small>	Boston	601	1.8
8	16	Wunderman* <small>WPP</small>	New York	496	4.5
9	17	DigitasLBI* <small>Publicis</small>	Boston	459	3.4
10	18	Ogilvy & Mather* <small>WPP</small>	New York	423	2.9
11	NA	Havas Digital Group* <small>Havas</small>	Puteaux, France	374	NA
12	19	Rapp* <small>Omnicom</small>	New York	321	0.7
13	20	Merkle	Columbia, Md.	303	14.4
14	21	R/GA* <small>Interpublic</small>	New York	284	10.0
15	24	Publicis Healthcare Communications Group* <small>Publicis</small>	New York	260	20.0
16	23	FCB* <small>Interpublic</small>	New York	252	10.7
17	22	MRM//McCann* <small>Interpublic</small>	New York	245	6.0
18	25	iCrossing* <small>Hearst Corp.</small>	New York	225	20.0
19	NA	J. Walter Thompson Co.* <small>WPP</small>	New York	222	NA
20	29	Publicis Worldwide (Nurun)* <small>Publicis</small>	Paris	200	22.4
Total and percent change for nation's 20 largest digital networks				\$10,001	13.0

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# ALL DISCIPLINES

Ranking of agencies from all disciplines by 2015 U.S. revenue for 500 largest agencies. Dollars in millions on this page only; dollars in thousands on subsequent pages. Complete ranking of 900-plus agencies from all disciplines available online to Ad Age Datacenter subscribers: [AdAge.com/agencyreport2016](http://AdAge.com/agencyreport2016)

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RANK 2015	AGENCY, COMPANY	HEADQUARTERS	U.S. REVENUE 2015	RANK 2015	AGENCY, COMPANY	HEADQUARTERS	U.S. REVENUE 2015	RANK 2015	AGENCY, COMPANY	HEADQUARTERS	U.S. REVENUE 2015
1	Epsilon Alliance Data Systems Corp.	Irving, Texas	\$1,855	41	Zenith* Publicis	New York	267	83	Cramer-Krasselt	Chicago	131
2	Accenture Interactive Accenture	New York/London	1,232	42	Freeman	Dallas	260	84	Momentum Worldwide* Interpublic	New York	128
3	Deloitte Digital* Deloitte	New York	865	43	MRM//McCann* Interpublic	New York	245	85	Martin Agency* Interpublic	Richmond, Va.	126
4	IBM Interactive Experience* IBM Corp.	Armonk, N.Y.	797	44	FCB Health* Interpublic	New York	245	86	Druga5	New York	126
5	Acxiom Corp.*	Little Rock, Ark.	765	45	Novus Media* Omnicom	Plymouth, Minn.	237	87	72andSunny* MDC Partners	Playa Vista, Calif.	124
6	Razorfish Global* Publicis	New York	652	46	MEC* WPP	London	235	88	Octagon* Interpublic	Norwalk, Conn.	124
<b>7 PWC DIGITAL SERVICES</b>			<b>\$624</b>	47	Horizon Media*	New York	225	89	Ansira	St. Louis	124
PwC			New York	48	iCrossing* Hearst Corp.	New York	225	90	Meredith Xcelerated Marketing Meredith Corp.	Des Moines, Iowa	124
8	BBDO Worldwide* Omnicom	New York	603	49	Wieden & Kennedy*	Portland, Ore.	219	91	Proximity* Omnicom	New York	123
9	SapientNitro* Publicis	Boston	585	50	MarketStar* Omnicom	Ogden, Utah	218	92	Golin* Interpublic	Chicago	123
10	McCann* Interpublic	New York	562	51	Burson-Marsteller* WPP	New York	\$217	93	OMG Entertainment & Sports* Omnicom	New York	123
11	Edelman DJE Holdings	Chicago	523	52	MediaCom* WPP	New York	211	94	Trailer Park Engine Group	Los Angeles	123
12	J. Walter Thompson Co.* WPP	New York	504	53	Deutsch* Interpublic	New York	209	95	Jack Morton Worldwide* Interpublic	Boston	122
13	Leo Burnett Worldwide/Arc* Publicis	Chicago	489	54	McGarryBowen* Dentsu	New York	196	96	Ogilvy Public Relations* WPP	New York	121
14	Publicis Worldwide* Publicis	Paris	488	55	Havas Health* Havas	New York	196	96	Critical Mass* Omnicom	Calgary, Canada	121
15	Advantage Marketing Partners Advantage Solutions	Irvine, Calif.	481	56	Catapult Alliance Data Systems Corp.	Westport, Conn.	195	98	GHG/GreyHealth Group* WPP	New York	120
16	Merkle	Columbia, Md.	465	57	Marketing Arm* Omnicom	Dallas	193	99	Gyro*	New York	117
17	DigitalBi* Publicis	Boston	459	58	Richards Group	Dallas	190	100	KBS* MDC Partners	New York	115
18	Rapp* Omnicom	New York	458	59	VML* WPP	Kansas City, Mo.	183	101	Digitas Health LifeBrands* Publicis	Philadelphia	115
19	Y&R* WPP	New York	455	60	Hill Holliday Group* Interpublic	Boston	179	102	RPA	Santa Monica, Calif.	113
20	Weber Shandwick* Interpublic	New York	449	61	Huge* Interpublic	Brooklyn, N.Y.	177	103	CDM New York* Omnicom	New York	112
21	Experian Marketing Services Experian	New York	432	62	Geometry Global* WPP	New York	175	104	Moxie* Publicis	Atlanta	110
22	Wunderman* WPP	New York	416	63	MSL Group* Publicis	Paris	173	105	Assembly* MDC Partners	New York	110
23	Harte Hanks*	San Antonio	381	64	George P. Johnson Project WorldWide	Auburn Hills, Mich.	169	106	Initiative* Interpublic	New York	110
24	TBWA Worldwide* Omnicom	New York	362	65	360i* Dentsu	New York	168	107	Klick	Toronto	109
25	Havas Worldwide* Havas	New York	359	66	ICF Olson ICF International	Minneapolis	165	108	McCann Health* Interpublic	New York	109
26	FleishmanHillard* Omnicom	St. Louis	350	67	AKQA* WPP	London	163	109	TBWA/WorldHealth* Omnicom	New York	108
27	FCB* Interpublic	New York	338	68	Carat* Dentsu	London	\$157	110	Isobar* Dentsu	London	107
28	Grey* WPP	New York	336	69	Ogilvy CommonHealth Worldwide* WPP	Parsippany, N.J.	155	111	Campbell Ewald* Interpublic	Detroit	104
29	Mindshare Worldwide* WPP	New York	332	70	Interbrand* Omnicom	New York	154	112	Sudler & Hennessey* WPP	New York	103
30	Inventiv Health* inVentiv Group Holdings	New York	326	71	Match Marketing Group	Mississauga, Ontario	153	113	Arnold Worldwide* Havas	Boston	103
31	Mosaic Acosta	Irving, Texas	322	72	Possible* WPP	Seattle	153	114	Intouch Solutions	Overland Park, Kan.	102
32	DDB Worldwide* Omnicom	New York	320	73	MullenLowe* Interpublic	Boston	152	115	Goodby, Silverstein & Partners* Omnicom	San Francisco	100
33	OMD Worldwide* Omnicom	New York	302	74	Integer Group* Omnicom	Lakewood, Colo.	150	116	Harrison & Star* Omnicom	New York	97
34	Ketchum* Omnicom	New York	300	75	CP&B* MDC Partners	Boulder, Colo.	148	117	Cohn & Wolfe* WPP	New York	96
35	OgilvyOne Worldwide* WPP	New York	293	76	Maxus* WPP	New York	148	118	TracyLocke* Omnicom	Dallas	96
36	Starcom USA* Publicis	Chicago	289	77	Havas Media Group* Havas	Puteaux, France	147	119	Doner* MDC Partners	Southfield, Mich.	95
37	R/GA* Interpublic	New York	284	78	Hill&Knowlton Strategies* WPP	New York	143	120	PHD* Omnicom	New York	95
38	Saatchi & Saatchi* Publicis	New York	282	79	GMR Marketing* Omnicom	New Berlin, Wis.	139	121	iProspect* Dentsu	Boston	95
39	Mediavest USA* Publicis	New York	272	80	UM* Interpublic	New York	135	122	Derse*	Milwaukee	94
40	Ogilvy & Mather Advertising* WPP	New York	270	81	Zimmerman Advertising* Omnicom	Fort Lauderdale, Fla.	134				
				82	Organic* Omnicom	New York	131				

## About Agency Report 2016

The full report is available to Ad Age Datacenter subscribers at [AdAge.com/agencyreport2016](http://AdAge.com/agencyreport2016). Portions of Agency Report 2016 appear in this print edition.

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### EXCLUSIVE ONLINE CONTENT

Ad Age Datacenter subscribers have exclusive access to expanded Agency Report online content.

Exclusive online content includes:

- ➔ Agency Family Trees 2016, a database of the World's 50 Largest Agency Companies with profiles, holdings, financial facts and links to related content.
- ➔ Expanded rankings of agencies by discipline.
- ➔ Fast facts and figures on more than 900 agencies.

### HOW TO SUBSCRIBE

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### ADDITIONAL COPIES

To order additional copies of Ad Age's Agency Report 2016 print edition including Agency Report 2016 and the Agency Family Trees 2016 pullout poster, email [customerservice@adage.com](mailto:customerservice@adage.com).

### CONTACT LIST

Ad Age's exclusive 2016 agency executive contact list is available for purchase.

The contact list includes names, titles and contact information for key executives at the nation's 900-plus largest ad, media and marketing-services agencies. For information on purchasing that list, email [gregry.gilroy@reachmarketing.com](mailto:gregry.gilroy@reachmarketing.com).

### REPORT METHODOLOGY

Information for Agency Report 2016 came from questionnaires submitted by agencies and from analysis by Ad Age Datacenter. To see the questionnaire, go to [AdAge.com/arq](http://AdAge.com/arq).

Most agencies submit revenue and data via the questionnaire. Publicly held agency firms sometimes prefer not to reveal revenue for specific agencies; figures for those agencies and some independent agencies are Ad Age Datacenter estimates. An asterisk next to an agency name indicates an Ad Age estimate.

Revenue and rankings for 2015 and 2014 are based on data collected and/or adjusted in 2016, so the 2014 ranking for an agency company, agency network or agency may be different from the 2014 ranking that appeared in Agency Report 2015.

Ad Age evaluates ad and marketing services agencies for breakout rankings

by discipline. For these rankings, Ad Age applies a 75% rule: If revenue from a particular discipline represents less than 75% of an agency's total revenue, only revenue attributed to that discipline is shown for that agency in the chart. However, if the discipline accounts for 75% or more of an agency's revenue—implying the discipline is the foundation of that agency—then an agency is ranked in that discipline at 100% of revenue.

### AGENCY REPORT 2017

Questionnaires for Agency Report 2017 will be available in January 2017 at [AdAge.com/arq](http://AdAge.com/arq). Agencies that want to receive a questionnaire alert for 2017's report may email [AgencyReport@adage.com](mailto:AgencyReport@adage.com).

### AGENCY REPORT STAFF

Datacenter directors:

Bradley Johnson, Kevin Brown

Editors: Catherine Wolf, Shawna Lent

Research assistants: Kim Bauer, Megan Caruso, Ian Fullerton, Scott Haake, Gabrielle Rosas, Adam Stern