

# AdAge

Important to  
Important People  
April 30, 2018

CRAIN

Agency Report  
2018

## DATACENTER

### Consolidated networks

By 2017 worldwide revenue. Subscribe to Ad Age Datacenter to see network holdings. [AdAge.com/agencyreport2018](http://AdAge.com/agencyreport2018)

Top 25 total: \$63.1 billion

1. **Accenture Interactive**  
Accenture

**\$6.5B**

7. **McCann Worldgroup**  
Interpublic

**\$3.2B**

13. **TBWA Worldwide**  
Omnicom

**\$2.1B**

19. **Havas Creative Group**  
Vivendi

**\$1.6B**

2. **PwC Digital Services**  
PwC

**\$5.1B**

8. **Dentsu Aegis Network**  
Dentsu

**\$2.6B**

14. **BlueFocus (China)**  
BlueFocus Communication Group

**\$2.0B**

20. **FCB**  
Interpublic

**\$1.4B**

3. **Young & Rubicam Group**  
WPP

**\$4.1B**

9. **DBB Worldwide Communications Group**  
Omnicom

**\$2.4B**

15. **Ogilvy**  
WPP

**\$2.0B**

21. **Advantage Marketing Partners**  
Advantage Solutions

**\$1.4B**

4. **Deloitte Digital**  
Deloitte

**\$4.1B**

10. **Dentsu (Japan)**  
Dentsu

**\$2.3B**

16. **BBDO Worldwide**  
Omnicom

**\$2.0B**

22. **Hakuhodo**  
Hakuhodo DY Holdings

**\$1.4B**

5. **Cognizant Interactive**  
Cognizant

**\$3.9B**

11. **Epsilon Alliance Data Systems Corp.**

**\$2.3B**

17. **Publicis Worldwide**  
Publicis

**\$1.7B**

23. **J. Walter Thompson Co.**  
WPP

**\$1.3B**

6. **IBM iX**  
IBM Corp.

**\$3.5B**

12. **Publicis. Sapient**  
Publicis

**\$2.2B**

18. **Omnicom Precision Marketing Group**  
Omnicom

**\$1.6B**

25. **Leo Burnett Worldwide**  
Publicis

**\$1.2B**

Consolidated networks: Networks' key holdings: [AdAge.com/agencyfamilytrees2018](http://AdAge.com/agencyfamilytrees2018).

Ad Age Datacenter revenue estimates. Revenue for 2017 shown pro forma. Numbers rounded. Media agencies not included in network revenue for this ranking.

Advantage Solutions' Advantage Marketing Partners: 2017 pro forma revenue for Marketing segment including Daymon Worldwide's Daymon Interactions (acquired December 2017) and other acquisitions. BlueFocus (China): Company's China holdings. Publicis.Sapient: Including Sapient Consulting.

## All Disciplines (1-250)

Ranking of agencies from all disciplines by 2017 U.S. revenue for 250 largest agencies. Dollars in millions. Alphabetical listing with revenue and fast facts for more than 600 agencies from all disciplines available online to Ad Age Datacenter subscribers.

[AdAge.com/agencyreport2018](http://AdAge.com/agencyreport2018)

Rank	Agency, company	Headquarters	2017 U.S. revenue
1	<b>Cognizant Interactive</b> Cognizant	New York	<b>\$3,074.8</b>
2	<b>Accenture Interactive</b> Accenture	New York	<b>2,814.9</b>
3	<b>PwC Digital Services</b> PwC	New York	<b>2,306.0</b>
4	<b>Epsilon</b> Alliance Data Systems Corp.	Irving, Texas	<b>2,173.8</b>
5	<b>Deloitte Digital</b> Deloitte	New York	<b>2,155.0</b>
6	<b>Advantage Marketing Partners</b> Advantage Solutions	Irvine, Calif.	<b>1,248.2</b>
7	<b>IBM iX*</b> IBM Corp.	Armonk, N.Y.	<b>1,243.0</b>
8	<b>SapientRazorfish*</b> Publicis	New York	<b>1,108.2</b>
9	<b>Acxiom Corp.</b>	Conway, Ark.	<b>819.8</b>
10	<b>Publicis Health*</b> Publicis	New York	<b>722.3</b>
11	<b>Ogilvy*</b> WPP	New York	<b>657.2</b>
12	<b>McCann*</b> Interpublic	New York	<b>642.5</b>
13	<b>BBDO Worldwide*</b> Omnicom	New York	<b>632.1</b>
14	<b>Merkle*</b> Dentsu	Columbia, Md.	<b>619.4</b>
15	<b>Edelman</b> DJE Holdings	Chicago	<b>549.1</b>
16	<b>Digitas*</b> Publicis	Boston	<b>502.2</b>
17	<b>Rapp*</b> Omnicom	New York	<b>502.1</b>
18	<b>Weber Shandwick*</b> Interpublic	New York	<b>468.9</b>
19	<b>Wunderman*</b> WPP	New York	<b>457.0</b>
20	<b>Y&amp;R*</b> WPP	New York	<b>440.0</b>
21	<b>Starcom*</b> Publicis	Chicago	<b>434.4</b>
22	<b>Leo Burnett Worldwide*</b> Publicis	Chicago	<b>430.0</b>
23	<b>J. Walter Thompson Co.*</b> WPP	New York	<b>426.7</b>
24	<b>Mindshare*</b> WPP	London	<b>419.8</b>
25	<b>Havas*</b> Vivendi	New York	<b>412.0</b>
26	<b>Wavemaker*</b> WPP	London	<b>411.1</b>
27	<b>Spark Foundry*</b> Publicis	New York	<b>409.1</b>
28	<b>FleishmanHillard*</b> Omnicom	St. Louis	<b>393.3</b>
29	<b>TBWA Worldwide*</b> Omnicom	New York	<b>363.4</b>
30	<b>Zenith*</b> Publicis	London	<b>355.2</b>

Source: Ad Age Datacenter (Agency Report 2018). Expanded listing: [AdAge.com/agencyreport2018](http://AdAge.com/agencyreport2018).

Asterisk indicates Ad Age Datacenter estimate. Ranking based on agency revenue, which may be different from agency network revenue. Revenue and rankings for 2017 based on data collected and/or adjusted in 2018. Revenue shown pro forma. Numbers rounded.

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Acxiom Corp.: Revenue for four quarters ended Dec. 31. Acxiom's fiscal year ends March 31. Advantage Marketing Partners: 2017 pro forma revenue for Marketing segment including Daymon Worldwide's Daymon Interactions (acquired December 2017) and other acquisitions. McGarryBowen: Pro forma including Swirl (acquired December 2017).

# Digital

By 2017 revenue in each discipline.  
Subscribe to Ad Age Datacenter to see fast facts and expanded rankings for digital networks and search marketing agencies.

[AdAge.com/agencyreport2018](http://AdAge.com/agencyreport2018)

## Digital networks: U.S.

10 largest networks by revenue. Dollars in millions.

Rank	Agency, company	Headquarters	U.S. revenue 2017
1	<b>Cognizant Interactive</b> Cognizant	New York	<b>\$3,074.8</b>
2	<b>Accenture Interactive</b> Accenture	New York	<b>2,814.9</b>
3	<b>Deloitte Digital</b> Deloitte	New York	<b>2,155.0</b>
4	<b>PwC Digital Services</b> PwC	New York	<b>1,381.0</b>
5	<b>IBM iX*</b> IBM Corp.	Armonk, N.Y.	<b>1,243.0</b>
6	<b>Epsilon</b> Alliance Data Systems Corp.	Irving, Texas	<b>1,200.3</b>
7	<b>Publicis.Sapient*</b> Publicis	New York	<b>1,140.0</b>
8	<b>Wunderman*</b> WPP	New York	<b>716.3</b>
9	<b>Merkle*</b> Dentsu	Columbia, Md.	<b>619.4</b>
10	<b>Omnicom Health Group*</b> Omnicom	New York	<b>590.7</b>
Total revenue for 10 largest digital agency networks (dollars in billions)			<b>\$14.9B</b>

## Digital networks: worldwide

10 largest networks by revenue. Dollars in millions.

Rank	Agency, company	Headquarters	Worldwide revenue 2017
1	<b>Accenture Interactive</b> Accenture	New York	<b>\$6,511.9</b>
2	<b>Deloitte Digital</b> Deloitte	New York	<b>4,065.0</b>
3	<b>Cognizant Interactive</b> Cognizant	New York	<b>3,942.0</b>
4	<b>IBM iX*</b> IBM Corp.	Armonk, N.Y.	<b>3,490.0</b>
5	<b>PwC Digital Services</b> PwC	New York	<b>3,412.0</b>
6	<b>Publicis.Sapient*</b> Publicis	New York	<b>1,710.0</b>
7	<b>Wunderman*</b> WPP	New York	<b>1,634.6</b>
8	<b>Epsilon</b> Alliance Data Systems Corp.	Irving, Texas	<b>1,261.6</b>
9	<b>Ogilvy*</b> WPP	New York	<b>1,075.2</b>
10	<b>Havas*</b> Vivendi	Puteaux, France	<b>864.9</b>
Total revenue for 10 largest digital agency networks (dollars in billions)			<b>\$28.0B</b>

# Agency Companies

By 2017 worldwide revenue. Subscribe to Ad Age Datacenter to access exclusive database of these 25 companies.

[AdAge.com/agencyfamilytrees2018](http://AdAge.com/agencyfamilytrees2018)

Rank	Company	Worldwide revenue 2017
1	<b>WPP</b> London	<b>\$19.7B</b>
2	<b>Omnicom Group</b> New York	<b>15.3B</b>
3	<b>Publicis Groupe</b> Paris	<b>10.9B</b>
4	<b>Interpublic Group of Cos.</b> New York	<b>7.9B</b>
5	<b>Dentsu Inc.*</b> Tokyo	<b>7.8B</b>
6	<b>Accenture's Accenture Interactive</b> New York	<b>6.5B</b>
7	<b>PwC Digital Services</b> New York	<b>5.1B</b>
8	<b>Deloitte's Deloitte Digital</b> New York	<b>4.1B</b>
9	<b>Cognizant's Cognizant Interactive</b> New York	<b>3.9B</b>
10	<b>IBM Corp.'s IBM iX*</b> Armonk, N.Y.	<b>3.5B</b>
11	<b>Vivendi's Havas*</b> Puteaux, France	<b>2.6B</b>
12	<b>Hakuhodo DY Holdings*</b> Tokyo	<b>2.3B</b>
13	<b>Alliance Data Systems Corp.'s Epsilon</b> Irving, Texas	<b>2.3B</b>
14	<b>BlueFocus Communication Group</b> Beijing	<b>2.3B</b>
15	<b>MDC Partners</b> New York	<b>1.5B</b>
16	<b>Advantage Solutions' Advantage Marketing Partners</b> Irvine, Calif.	<b>1.4B</b>
17	<b>Williams Lea Tag</b> London	<b>1.3B</b>
18	<b>DJE Holdings</b> Chicago	<b>1.0B</b>
19	<b>Cheil Worldwide</b> Seoul, South Korea	<b>901M</b>
20	<b>Acxiom Corp.</b> Conway, Ark.	<b>897M</b>
21	<b>MC Group (Media Consulta)</b> Berlin	<b>616M</b>
22	<b>Serviceplan Gruppe</b> Munich	<b>602M</b>
23	<b>Engine Group</b> London	<b>503M</b>
24	<b>Asatsu-DK</b> Tokyo	<b>488M</b>
25	<b>Freeman</b> Dallas	<b>482M</b>
<b>Top 25 total</b>		<b>\$104B</b>

Source: Ad Age Datacenter (Agency Report 2018). Expanded rankings: AdAge.com/agencyreport2018. Methodology: AdAge.com/aboutagencyreport2018. Agency Companies database: AdAge.com/agencyfamilytrees2018. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. Revenue and rankings for 2017 based on data collected and/or adjusted in 2018. Numbers rounded.

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World's largest agency companies:

Asterisk indicates Ad Age Datacenter estimate.

Acxiom Corp.: Revenue for four quarters ended Dec. 31. Acxiom's fiscal year ends March 31.

Advantage Solutions' Advantage Marketing Partners: 2017 pro forma revenue for Marketing segment including Daymon Worldwide's Daymon Interactions (acquired December 2017) and other acquisitions.

BlueFocus Communication Group: Worldwide gross operating revenue.

DJE Holdings: Owns Edelman and Zeno Group.

Freeman: Experiential/event marketing revenue.

# About Agency Report 2018

Ad Age Datacenter produced Ad Age's 74th annual Agency Report. Ad Age released the complete Agency Report 2018 online April 30, 2018. Portions of Agency Report 2018 appeared in Ad Age's April 30, 2018, print edition.

Ad Age Datacenter subscribers have exclusive access to the complete report at [AdAge.com/agencyreport2018](http://AdAge.com/agencyreport2018). Exclusive subscriber content includes:

- **Agency Family Trees 2018**, available this year exclusively online as a database of world's 25 largest agency companies that shows agencies, networks and profiles.
- **Expanded rankings of agencies** by discipline, downloadable in Excel.
- **Revenue and fast facts** on more than 600 agencies and networks.

## How to subscribe to Ad Age Datacenter

- Go to [AdAge.com/datacenter](http://AdAge.com/datacenter)
- Call 877-320-1721
- Email [customerservice@adage.com](mailto:customerservice@adage.com)

## Additional copies

To order copies of Ad Age's print edition including the print version of Agency Report 2018 (April 30, 2018), email [customerservice@adage.com](mailto:customerservice@adage.com).

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## Contact list

Ad Age's exclusive 2018 agency executive contact list is available for purchase. The list includes names, titles and contact information for key executives at more than 600 U.S. advertising, media and marketing-services agencies. For information on purchasing that list, email [MBriganti@MeritDirect.com](mailto:MBriganti@MeritDirect.com).

## Report methodology

Information for Agency Report 2018 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 estimates. An asterisk next to an agency name indicates an Ad Age Datacenter revenue estimate.

Revenue and rankings are based on data collected and/or edited in 2018.

Ad Age evaluates ad agencies 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 total revenue—implying the discipline is the foundation of that agency—then an agency is ranked in that discipline at 100% of revenue.

## Agency Report 2019

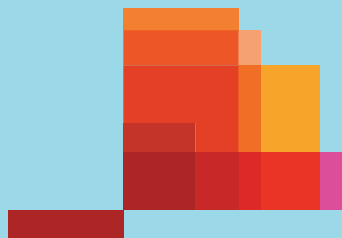
Questionnaires for Agency Report 2019 will be available in January 2019 at [AdAge.com/arq](http://AdAge.com/arq). Agencies that want to receive a questionnaire for 2019's report may email [AgencyReport@adage.com](mailto:AgencyReport@adage.com).

Ad Age will publish Agency Report 2019 in spring 2019.

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# pwc