

GLOBAL AGENCY NETWORK MAP 2016

DENTSU AEGIS NETWORK

CEO, Dentsu Aegis Network and Executive Officer, Dentsu Inc. **Jeremy Bullmann**
 Established **Dentsu (1901)**
Aegis (1978)
 Dentsu Aegis Network (2013)
 Headquarters **London**
 Number of countries **123**
 Employees **27,000**
 Revenue for 2014 **£1.97bn**

REVENUE SPLIT
 US **26.9%**
 Euro currency markets **10.4%**
 UK **11.9%**
 Other **44.6%**

GLOBAL NETWORK BRANDS

CARAT

Global President **Will Swayne**
 Number of countries **150**
 (including affiliates)

DENTSU BRANDED AGENCY

Chairman **Yuzuru Kato**
 Number of countries **18**

DENTSU MEDIA

CEO **Hiroaki Charlie Sano**
 Number of countries **15**

IPROSPCT

President **Ben Wood**
 Number of countries **50**

ISOBAR

Global CEO **Jean Lin**
 Number of countries **45**

MCGARRYBOWEN

Chief Creative Officer & CEO **Gordon Bowen**
 Number of countries **4**

MKTG

Global Chairman **Aminie Rickard**
 Number of countries **18**

POSTERSCOPE

CEO **Aminie Rickard**
 Number of countries **34**

VIZEUM

Global President **Thomas Le Thierry**
 Number of countries **49**

SPECIALIST BRANDS

360i

Chairman **Bryan Wiener**
 CEO **Sarah Hofstetter**
 Number of countries **4**

AMPLIFI

Global President **John Murray**
 Number of countries **34**

AMNET

Global President **Ashwini Karandikar**
 Number of countries **37**

DATA2DECISIONS

CEO **Karl Weaver**
 Number of countries **10**

MITCHELL COMMUNICATIONS GROUP

CEO **Elise Mitchell**
 Number of countries **1**

PSLIVE

Managing Director **Michael Brown**
 Number of countries **13**

PUBLICIS GROUPE

Chairman & CEO **Maurice Lévy**
 Established **1926**
 Headquarters **Paris**
 Number of countries **108**
 Employees **over 76,000**
 Revenue for 2014 **€7.25bn**

REVENUE SPLIT
 North America **55%**
 Europe **27%**
 Asia Pacific **11%**
 Latin America **4%**
 Middle East Africa **3%**

PUBLICIS MEDIA

CEO **Steve King**

STARCOM MEDIAVEST GROUP

CEO **Laura Desmond**
 Number of countries **79**
 Number of offices **175**

STARCOM
 MEDIAVEST
 SPARK
 SMG PERFORMANCE
 MARKETING
 HALOGEN
 LOCAL SPECTRUM
 MRY
 BIG FUEL
 LIQUIDTHREAD
 SMG MULTICULTURAL
 TAPESTRY
 BV42
 RUN
 RELEVANT24
 SPORTS@SMG

ZENITHOPTIMEDIA

CEO **Steve King**
 Number of countries **78**
 Number of offices **276**

ZENITH
 OPTIMEDIA
 MOXIE
 NEWCAST
 NINAH
 PERFORMICS
 SPONSORSHIP INTELLIGENCE
 BLUE 449

VIVAKI

CEO **Stephan Beringer**
 Number of countries **26**
 Number of offices **34**

SAATCHI & SAATCHI

Executive Chairman **Kevin Roberts**
 CEO **Robert Senior**
 Number of countries **70**
 Number of offices **130**

SAATCHI & SAATCHI
 CONILL
 SAATCHI & SAATCHI X
 SAATCHI MASIOUS
 TEAM ONE
 FALLON

LEO BURNETT

Chairman & CEO **Tom Bernardin**
 Number of countries **69**
 Number of offices **85**

LEO BURNETT
 ARC
 ATELIER
 ALPHAZ45
 HOLLER
 METADESIGN
 TURNER DUCKWORTH

BBH

CEO **Neil Munn**
 Number of countries **7**
 Number of offices **8**

BBH SHANGHAI
 BBH MUMBAI
 BBH SINGAPORE
 BBH LONDON
 NEOGAMA BBH SAO PAULO
 BBH LOS ANGELES
 BBH NEW YORK
 ZAG BRAND CONSULTANCY
 AND VENTURING
 MENTEROSA
 DOMANI

PUBLICIS COMMUNICATIONS

CEO **Arthur Sadoun**

PUBLICIS WORLDWIDE

CEO **Arthur Sadoun**

AG2 NURUN
 AR NEW YORK
 BLUE PARROT
 CARRÉ NOIR
 DP2&T
 DUVAL GUILLAUME MODÈM
 ETO
 MARCEL
 NURUN
 POKE
 PUBLICIS
 PUBLICIS 133
 PUBLICIS ACTIV
 PUBLICIS AFRICA GROUP
 PUBLICIS CONSEIL
 PUBLICIS ETNOUS
 PUBLICIS MACHINE
 PUBLICIS MOJO
 PUBLICIS NORTH AMERICA
 PUBLICIS NURUN
 PUBLICIS PIXELPARK
 PUBLICIS SALLES CHEMISTRI
 TALENT MARCEL
 TTC
 VIVID
 WISWIG

MSLGROUP

CEO **Guillaume Herbette**

MSLGROUP
 JKL
 KEKST & COMPANY
 20:20 MSL
 PBJ5 MSLGROUP
 PUBLICIS CONSULTANTS
 PUBLICIS EVENTS
 PUBLICIS LIVE
 WOMEN'S FORUM
 CNC
 ESPALHIE MSLGROUP
 ANDREOLI MSLGROUP
 GENEDIGI
 LUMINOUS EXPERIMENTAL
 MSLGROUP
 QORVIS MSLGROUP
 KING HARVESTS MSLGROUP

PRODIGIOUS

CEO **Jean-François Valent**
 Number of countries **18**
 Number of offices **25**

ROSETTA
 RAZORFISH
 LEVEL STUDIOS
 ROAR
 NURUN SERVICES CONSEILS

IN-SYNC CONSUMER INSIGHT

SAATCHI & SAATCHI HEALTH/
 WELLNESS
 MAXCESS MANAGED
 MARKETS
 PUBLICIS LIFE BRANDS
 HEARTBEAT IDEAS
 PUBLICIS TOUCHPOINT
 SOLUTIONS
 DIGITALS HEALTH LIFE BRANDS
 RAZORFISH HEALTH
 DISCOVERY
 BEACON HEALTHCARE
 PUBLICIS HEALTH MEDIA
 VERLOGUE

ORION HOLDINGS

Worldwide President & CEO **Brian McMahon**
 Number of countries **49**
 Number of offices **85**

NSA MEDIA
 ORION CAPITAL
 ORION PRINTING
 ORION TRADING
 RAPPORT WORLDWIDE
 WAHLSTROM

HACKER AGENCY

President & CEO **Spyro Kouritis**

HALESWAY

Founder & President **Liz Rawlingson**

HELLOCOMPUTER

Founder/Group Executive Director **Mark Tomlinson**

NEW HONOR SOCIETY

Co-Managing Director **Holly Aguirre, Heidi Singleton**

RIVET

President **Angele Levesque**

SAPIENT CONSULTING

CEO **Chip Register**
 Number of countries **8**
 Number of offices **18**

SAPIENTNITRO

CEO **Alan Wexler**
 Number of countries **14**
 Number of offices **36**

CAMPFIRE

SECOND STORY
 THE COMMUNITY
 (m) PHASIZE

DIGITALSBI

CEO **Luke Taylor**
 Number of countries **26**
 Number of offices **40**

DIGITALSBI
 PHONEVALLEY
 DIGITALSBI COMMERCE
 DIGITALSBI STUDIO
 KITCATT NOHR DIGITAS
 SCENERIC
 LOST BOYS
 3SHARE
 LIQUORICE
 SPINDRIFT

RAZORFISH GLOBAL

CEO **Shannon Denton**
 Number of countries **12**

ROSETTA
 RAZORFISH
 LEVEL STUDIOS
 ROAR
 NURUN SERVICES CONSEILS

PUBLICIS HEALTHCARE COMMUNICATIONS GROUP (PHCG)

President & CEO **Nick Colucci**
 Number of countries **9**
 Number of offices **47**

IN-SYNC CONSUMER INSIGHT
 SAATCHI & SAATCHI HEALTH/
 WELLNESS
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RIVET

President **Angele Levesque**

INTERPUBLIC GROUP

Chairman & CEO **Michael Roth**
 Established **1961**
 Headquarters **New York**
 Number of countries **100+**
 Employees **48,700**
 Revenue for 2014 **\$7.537bn**

REVENUE SPLIT
 US **55.5%**
 Asia Pacific **12.2%**
 Continental Europe **10.7%**
 UK **9.1%**
 Latin America **6.2%**
 Other **6.3%**

MEDIA BRANDS

CEO **Henry Tajer**

ANSIBLE

Global President **Travis Johnson**

BPN

CEO **Rob Kabus**
 SHOPPER SCIENCES

CADREON

Global President **Arun Kumar**

CUBOCC

CEO **Roberto Martini**

IDENTITY

EVP Managing Director **Deirdre Smalls-Landau**

ID MEDIA

President **Amy Armstrong**
 ID HEALTH
 MEDIA PARTNERSHIP
 CORPORATION

INITIATIVE

Global CEO **Jim Elms**

INTERACTIVE AVENUES

CEO **Amar Deep Singh**

IPG MEDIA LAB

Managing Directors **Chad Stoller, David Rosenberg**

J3

Global President **Eileen Kiernan**

MAGNA GLOBAL

President **Chris Williams**
 REPRISE MEDIA

MEDIA BRANDS PUBLISHING

EVP Managing Director **Rob Bernstein**

MEDIA EXPERTS

CEO **Mark Sherman**

ORION HOLDINGS

Worldwide President & CEO **Brian McMahon**
 Number of countries **49**
 Number of offices **85**

NSA MEDIA
 ORION CAPITAL
 ORION PRINTING
 ORION TRADING
 RAPPORT WORLDWIDE
 WAHLSTROM

PROMOQUE

Co-Founder & CEO **Korhan Kurt**
 Co-Founder & CIO **Ozgur Alaz**

TRAFFIC4U

CEO **Irene Valens**

UM

Global CEO **Daryl Lee**

MCANN WORLDGROUP

Chairman & CEO **Harris Diamond**

MCANN

CEO **Harris Diamond**
 President **Luca Lindner**
 COMMONWEALTH/MCCANN

AVRETT FREE GINSBERG

Chairman & CEO **Frank Ginsberg**

CASANOVA PENDRILL

President & CEO **Ingrid Otero-Smart**

CRAFT WORLDWIDE

CEO **Ed Powers**

FITZGERALD & CO

Chairman **Dave Fitzgerald**
 CEO **Matt Woehmann**

MACLAREN MCCANN

CEO **David Leonard**

THE MARTIN AGENCY

Chairman & CEO **Matt Williams**
 INGENUITY MEDIA GROUP

MCANN HEALTH

Global CEO **John Cahill**
 COMPLETE MEDICAL GROUP
 MCCANN HUMAN CARE
 REGAN CAMPBELL WARD
 MCCANN
 TORRE LAZUR MCCANN

MCN (MIDDLE EAST COMMUNICATIONS NETWORK)

CEO **Ghassan Harfouche**

MITHUN

CEO **Rob Buchner**
 COMPASS POINT MEDIA

MOMENTUM WORLDWIDE

Chairman & CEO **Chris Weil**
 CHASE DESIGN
 GRAPHIC ORB
 PMK*BNC
 VOWEL

MRM//MCANN

Chairman **Bill Kolb**
 CEO **Michael McLaren**
 OPTAROS

TM ADVERTISING

CEO **Becca Weigman**

MULLEN LOWE GROUP

Worldwide CEO **Alex Leikikh**

MULLEN LOWE

CEO **Alex Leikikh**
 FRANK ABOUT WOMEN

MEDIAHUB

President **John Moore**

CAMPBELL EWALD

CEO **Jim Palmer**

MULLEN LOWE OPEN

CEO **Anthony Hopper**

MULLEN LOWE PROFERO

Global CEO **Wayne Arnold**

FCB

Worldwide CEO **Carter Murray**

FCB
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 FCB X
 PIPELINE P5

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 AREA 23
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MARKETING SPECIALISTS (CMG)

CEO **Adam Polansky**

THE AXIS AGENCY

President **Armando Azarloza**
 ACCENT MARKETING

CASSIDY & ASSOCIATES

Co Chairman **Kai Anderson,**
Barry D. Rhoads

CURRENT MARKETING

Chairman **Virginia Devlin**

DEVRIES GLOBAL

Chairman **James Allman**
 Global CEO **Heidi Hovland**

FUTUREBRAND

CEO **Patrick Smith**

HUGO & CAT

UXUS

GOLIN

Chairman, Founder **Al Golin**
 CEO **Fred Cook**
 ARCHITECT
 INSIDEDGE

JACK MORTON WORLDWIDE

Chairman & CEO **Josh McCall**
 GENUINE

OCTAGON

Chairman & CEO **Rick Dudley**
 ADVANTAGE INTERNATIONAL
 FILM FASHION
 FRUKT
 OCTAGON ACCESS
 ROGERS AND COWAN

WEBER SHANDWICK

Chairman **Jack Leslie**
 CEO **Andy Polansky**
 CORPORATE VOICE
 KRC RESEARCH
 MEDIACO
 POWELL TATE
 PRIME
 SAWMILL

INDEPENDENTS

CARMICHAEL LYNCH

CEO **Mike Lescarbeau**
 SPONG

DAILEY

President **Tom Lehr**

DEUTSCH

Chairman **Linda Sawyer**
 CEO **Mike Sheldon**

HILL HOLIDAY

CEO **Karen Kaplan**
 TRILIA

HUGE

CEO **Aaron Shapiro**

IW GROUP

Chairman & CEO **Bill Imada**

R/GA

Chairman & CEO **Bob Greenberg**

TIERNEY

President & CEO **Mary Stengel Austen**

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OMNICOM GROUP

CEO & President **John Wren**
 Established **1986**
 Headquarters **New York**
 Number of countries **100+**
 Employees **71,000+**
 Revenue for 2014 **\$15.318bn**

REVENUE SPLIT
 North America **56.7%**
 Europe **28.3%**
 Asia Pacific **10.5%**
 Latin America **2.8%**
 Africa and Middle East **1.7%**

GLOBAL ADVERTISING BRANDS

BBDO WORLDWIDE NETWORK

Number of countries **81**
 Number of offices **289**

PROXIMITY **50**
 Number of offices **61**
 INTERNONE **2**
 Number of countries **2**
 Number of offices **2**
 ORGANIC **3**
 Number of countries **US only**
 Number of offices **3**

DDB

President & CEO **Chuck Brymer**
 Number of countries **90+**
 Number of offices **200+**

MULTICULTURAL

ALMA **US only**
 Number of countries **US only**
 SPIKE DDB **US only**
 Number of countries **US only**

RELATED COMPANIES

TRIBAL WORLDWIDE, SPIKE
 DDB, DDB HEALTH, ALMA,
 RAPP, TRACYLOCKE, THE
 ANT FARM, DOWNTOWN
 PARTNERS, RED URBAN,
 DDB REMEDY, ROGERS
 TOWNSEND, ROBERTS AND
 LANGER DDB, ANDERSON DDB

TBWA WORLDWIDE

President & CEO **Troy Ruhanen**
 Number of countries **97**
 Number of offices **301**

MEDIA SERVICES

OMNICOM MEDIA GROUP

President & CEO **Daryl Simm**
 CEO EMEA **Colin Gottlieb**
 CEO North America **Page Thompson**
 CEO APAC **Cheuk Chiang**
 CEO Latin America **Julian Porras**
 Number of countries **100+**
 Number of offices **143**

OMD WORLDWIDE

President & CEO **Mainardo de Nardis**
 Number of countries **100**
 Number of offices **140+**

PHD WORLDWIDE

President & CEO **Mike Cooper**
 Number of countries **70**
 Number of offices **82**

ANNALECT

CEO **Scott Hagedorn**
 Number of countries **5**
 Number of offices **12**

ACCUEN

Number of countries **41**
 Number of offices **45**

NOVUS

President & CEO **David Murphy**
 Number of countries **2**
 Number of offices **3**

PATHWAY GROUP

President & CEO **Wendy Arnon**
 Number of countries **1**
 Number of offices **1**

RESOLUTION MEDIA

President **Alan Osetek**
 Number of countries **52**
 Number of offices **64**

OUTDOOR MEDIA GROUP

President **Dave Yacullo**
 Number of countries **US only**
 Number of offices **9**

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 FCB X
 PIPELINE P5

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 HUDSON
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 PROHEALTH

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President & CEO **Spyro Kouritis**

HALESWAY

Founder & President **Liz Rawlingson**

HELLOCOMPUTER

Founder/Group Executive Director **Mark Tomlinson**

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President **Angele Levesque**

NATIONAL ADVERTISING AGENCIES

GOODYBY, SILVERSTEIN AND PARTNERS

Number of countries **US only**
 Number of offices **1**

GSD&M

Number of countries **US only**
 Number of offices **2**

MARTIN WILLIAMS

Number of countries **US only**
 Number of offices **1**

MERKLEY & PARTNERS

Number of countries **US only**
 Number of offices **1**

ROBERTS+LANGER

Number of countries **US only**
 Number of offices **1**

ZIMMERMAN ADVERTISING

Number of countries **US only**
 Number of offices **5**

180 AMSTERDAM

Netherlands only
 Number of offices **1**

180 LA

Number of countries **US only**
 Number of offices **1**

DIVERSIFIED AGENCY SERVICES

PUBLIC RELATIONS

BLUECURRENT PUBLIC RELATIONS

Number of countries **2**
 Number of offices **3**

CHLOPAK, LEONARD, SCHECHTER & ASSOCIATES

Number of countries **US only**
 Number of offices **2**

CONE COMMUNICATIONS

Number of countries **US only**
 Number of offices **30**

FLEISHMANHILLARD

Number of countries **3**
 Number of offices **71**

G+EUROPE

Number of countries **70**
 Number of offices **25**

MARINA MAHER COMMUNICATIONS

Number of countries **71**

MERCURY

Number of countries **US only**
 Number of offices **60**

PORTER NOVELLI

Number of countries **60**
 Number of offices **4**

SPECIALTY COMMUNICATIONS: B2B

Number of countries **5**

DOREMUS

Number of countries **US only**
 Number of offices **2**

DIESTE

Number of countries **US only**
 Number of offices **2**

FOOTSTEPS

Number of countries **US only**
 Number of offices **2**

LATINWORKS

Number of countries **US only**

HEALTHCARE

ADELPHI GROUP

Number of countries **9**

CAHG

Number of countries **US only**
 Number of offices **7**

FLASHPOINT MEDICA

Number of countries **US only**
 Number of offices **7**

HARRISON & STAR

Number of countries **US only**
 Number of offices **143**

HEALTH SCIENCE COMMUNICATIONS

Number of countries **US only**
 Number of offices **2**

HYPHEN

Number of countries **US only**
 Number of offices **2**

INTERBRAND HEALTH

Number of countries **US only**
 Number of offices **2**

LLNS

Number of countries **US only**
 Number of offices **71**

MMG

Number of countries **71**

PRO ED COMMUNICATIONS

Number of countries **US only**
 Number of offices **2**

RX MOSAIC HEALTH

Number of countries **US only**
 Number of offices **2**

TARGIS K.K.

Number of countries **2**

TBWA/PALING WALTERS

Number of countries **UK only**

CRM: BRANDING/CONSULTANCY/DESIGN

BEANSTALK

Number of countries **2**

THE DESIGNORY

Number of countries **5**
 Number of offices **2**

HORNALL ANDERSON

Number of countries **27**

INTERBRAND DESIGN FORUM

Number of countries