AGENCY FAMILY TREE

ASIA-PACIFIC 2019

R3 WORLDWIDE
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DENTSU
(Revenue US 6,469M)

- DENTSU INC.
  - Dentsu (Japan)
    - Dentsu
    - Dentsu Aegis Japan
      - Carat Japan
      - iProspect Japan
      - Dentsu Isobar
      - dentsu X Japan
      - Vizeum Japan
    - Dentsu Ad-Gear
    - Dentsu e3
    - The Goal
    - Dentsu Casting and Entertainment
    - Dentsu Creative X
    - Dentsu Creative Force
    - Dentsu Consulting
    - Dentsu Digital
      - Dentsu Digital Drive
    - Dentsu Digital Networks
    - Dentsu Direct Marketing
    - Dentsu Live
      - Dentsu Event Operations
    - Dentsu Innovation Partners
    - Dentsu Macromill Insight
    - Dentsu Management Services
    - Dentsu Medical Communications
    - Dentsu Meitetsu Communications
    - Dentsu Music and Entertainment
    - Dentsu Operation Partners
    - Dentsu Public Relations
    - Dentsu Sciencejam
    - Dentsu Tec
      - Dentsu Retail Marketing
      - Dentsu Customer Access Center
      - Dentsu On Demand Graphic
      - My Data Intelligence
      - Dentsu Tec Beijing Advertising
      - Promo Tec
    - Dentsu Solari
    - Dentsu Sports Partners
    - Dentsu tempo
    - Dentsu Works
    - Ad Dentsu Osaka
    - OOH Media Solution
    - Beacon Communications
    - C.A.L
    - CARTA HOLDINGS
      - Cyber Communications
      - VOYAGE GROUP
    - DA search & link
    - Data Artist
    - D2C
    - Drill
    - JEB Co., Ltd.
    - D Sports Merchandising
    - Frontage
    - Shingata
    - Ignite
    - K&D Consulting
    - UpTable
    - WireAction
    - Pict
    - Yokohama Super Factory
  - Other Specialized Agencies
    - Information Services International-Dentsu (ISID)
      - iTID Consulting
      - ISID InterTechnologies
      - Estech Corp.
      - ISID-AO
      - ISID Fairness
      - ISID Business Consulting
      - ISID Engineering
      - ISID Assist
      - ISI-Dentsu Shanghai
  - (Other Agencies Outside Japan)
    - Dentsu Tecno Camp
    - Dentsu Sports Asia
    - Team Twelve
    - Shanghai SFS-Dentsu Media & Entertainment
- DENTSU AEGIS NETWORK
  - Dentsu Brand Agencies
    - Dentsu
    - Dentsu Webchutney
    - Dentsu TOP
    - Dentsu Public Relations Consulting Beijing
    - Dentsu One
    - Taproot Dentsu
    - Dentsu Main Ad
    - Dentsu LHS
      - Merdeka LHS
    - Dentsu Jayme Syfu
    - Dentsu Impact
    - Dentsu Grant
    - Dentsu Compass
    - BWM Dentsu Group
      - BWM Dentsu
      - Cox Inall Change
      - Cox Inall Communication
      - Cox Inall Ridgeway
      - Haystac
    - BC&F Dentsu
    - ASPAC
    - X-Line
  - dentsu X
    - dentsu X
    - dX cubic
    - d3
    - cia
    - dX entertainment
    - dX 360
    - dX matrix
    - dX lab
    - Merkle &c
    - dX palette
  - Other Agencies
    - Carat
    - AAA Media
    - iProspect
      - Consider iProspect
      - Flexmedia iProspect
      - Search Factory iProspect
      - Scorch iProspect
      - iProspect Valuklik
    - Columbus
    - Amnet
    - Amplifi
    - Isobar
      - Isobar Commerce
      - OMP Linked by Isobar
      - Dentsu Isobar
      - Emerald - Linked by Isobar
      - VeryStar Linked by Isobar
      - WATConsult - Linked by Isobar
      - WITH Collective - Linked by Isobar
      - Little Giant - Linked by Isobar
      - Fractal Ink Design Studio - Linked by Isobar
      - Fractal - Linked by Isobar
      - SMG Studio - Linked by Isobar
      - Accordant - Linked by Isobar
    - The Story Lab
    - mcgarrybowen
      - Happy mcgarrybowen
    - Posterscope
    - Vœum
    - Milestone Brandcom
    - Clarity
    - MKTG
      - Fountainhead MKTG
      - Klip Desk
    - John Brown Media
      - John Brown Novus
    - psLIVE
    - Data2Decisions
    - Fetch
    - Same Same but different
    - Gyro
    - Merkle
      - Amicus Digital - A Merkle Company
      - Columbus - A Merkle Company
    - Perfect Relations
    - SVG Media
    - Dwi Sapta
    - Branded

HAKUHODO DY
(Revenue US 2,915M)

- HAKUHODO
  - Hakuhodo
    - ADSTAFF-HAKUHODO
    - Ashton Consulting
    - Backs Group
    - Beginnings Communications
    - chuo Advertising shinsha
    - Cosmo Communications
    - CRAFTAR
    - D.BRAIN
    - Delphys Hakuhodo
    - Digital Marketing
    - eNAV Logistics Management Service
    - Edge International
    - Figment
    - GIMC-Berners-Hakuhodo Advertising
    - GIMC-Hakuhodo Advertising
    - GIMC Delphys Hakuhodo Advertising
    - GHC Asia
    - H.M. Marketing Research
    - Hindya Winya Mihir (HDigital Indonesia)
    - Hakuhodo Active
    - Hakuhodo Casting & Entertainment
    - Hakuhodo Cheil
    - Hakuhodo Communication Partners Advertising
    - Hakuhodo Consulting
    - Hakuhodo Creative Vox
    - HAKUHODO DESIGN
    - Hakuhodo Direct
    - Hakuhodo i-studio
    - Hakuhodo Institute of Life and Living ASEAN
    - Hakuhodo International China
    - Hakuhodo Intelligent Partners Advertising
    - Hakuhodo Kettle
    - Hakuhodo Lync
    - Hakuhodo Magnet
    - Hakuhodo Media Design
    - Hakuhodo Medical
    - Hakuhodo Marketing Systems
    - Hakuhodo Planning House
    - Hakuhodo Product's
    - Hakuhodo Seesaw
    - Hakuhodo Sync
    - Hakuhodo Zeta
    - Happy Hours Hakuhodo
    - Hardana Widya Mahir (HYBRID:H)
    - Harkat Ritnh Mihir (Hakuhodo Lotus)
    - Hita Wistara Mahir (H:Three)
    - HOLOGRAM
    - IdeasXMachina Advertising
    - Integrated Communications Group
    - JPDH
    - KIDS DENTAL PARK
    - Lunch Communications
    - Mahalo Networks
    - Media Intelligence
    - OZMA
    - People 'n Rich-H
    - PMG
    - PMG Consulting
    - Pinkoi Japan
    - PRODUCTS (BANGKOK)
    - Ray Spring
    - SEEDATA
    - SIX
    - Spicebox
    - Spicy H
    - Socius
    - Spa-Hakuhodo Advertising
    - Spontena
    - Square Communications Joint Stock Company
      - Media Intelligence Myanmar
      - Square Communications Myanmar
    - TBWA\HAKUHODO
    - The Joy Agency
    - The THINC GROUP
    - VoiceVision
    - wondertrunk & co.
- DAIKO
  - Daiko Advertising
    - Daiko Advertising
    - DAIKO COMMUNICATIONS
    - Ad Daiko
    - AD PLANET DAIKO
    - Asahi Area Advertising
    - Chubu Asahi Advertising
    - D-Create
    - D&I Partners
    - Daiko Mediax
    - Daiko Mekong Communications Company
    - Daiko From On Communications
    - DAIKO ONES
    - IBSystem
- YOMIKO ADVERTISING
  - YOMIKO ADVERTISING
    - YOMIKO
    - YOMIKO AREA
    - YOMIURI INSIGHT
    - SHOPPER INSIGHT
    - YOMIKO CASTING & ENTERTAINMENT
    - FLP YOMIKO
    - YOMIKO CROSS COM
- HAKUHODO DY MEDIA PARTNERS
  - Hakuhodo DY Media Partners
    - Hakuhodo DY Sports Marketing
    - Hakuhodo DY Digital
    - Hakuhodo DY Music & Pictures
    - Hakuhodo DY Outdoor
    - Advertisement EDI Center
    - ALL BLUE
    - Data Stadium
    - Handy Marketing
    - ONESTORY
    - STORIES
    - Mediba
    - Super Network
    - D.A. Consortium
      - D.A.Consortium
      - UNITED
      - HAKUHODO i-studio
      - Platform One
      - ADPRO
      - Torchlight
      - I-DAC
      - DAC ASIA
      - Yengage
      - DDAC Tech Vietnam Joint Stock Company
  - IREP
    - Relevancy-Plus
    - Localio
    - SYNX
    - Open Coat
    - ACQUISIO JAPAN
    - Newsy
    - DIGITAL MARKETING INDONESIA
    - MOORE ONLINE DEVELOPMENT SOLUTIONS
    - IREP
    - TURBINE INTERACTIVE

WPP
(Revenue US 2,815M)

- AKQA
- BURSON COHN WOLFE
- DESIGN BRIDGE
- FINSBURY
- FITCH
- GTB
- GEOMETRY GLOBAL
- LANDOR ASSOCIATES
- SUPERUNION
- SMOLLAN
- HOGARTH WORLDWIDE
- GREY GROUP
  - Grey
  - Grey Digital
  - Grey DPI
  - Grey Autumn
  - Star Echo
  - RC&M
  - Easycom
  - Vinyl-I
  - Townhouse Production
- GROUPM
  - Mindshare
  - Wavemaker
  - MediaCom
  - Essence
  - m/SIX
- HILL+KNOWLTON STRATEGIES
  - Carl Byoir
  - Longitude One
  - Public Strategies
  - Rice 5
  - H+K Strategies Rikes
- WUNDERMAN THOMPSON
  - Wunderman Thompson
    - Always Marketing Services
    - Contract Advertising
    - Heyday
    - PostVisual
    - Mirum
  - Wunderman
    - Wunderman Commerce
    - Wunderman Data
    - Wunderman Health
    - POSSIBLE
- KANTAR
  - CIC
  - Kantar Consulting
  - Kantar Health
  - Kantar Public
  - Kantar Media
  - Kantar Millward Brown
  - Kantar TNS
  - Kantar Worldpanel
  - Lightspeed
  - Kantar IMRB
- OGILVY
  - Ogilvy Consulting
- TENTHAVENUE
  - tenthavenue
  - Kinetic
  - Joule
  - Spafax
  - Bookmark
- VMLY&R GROUP
  - VMLY&R
    - VMLY&R
    - BAV Consulting
- WPP AUNZ
- WPP HEALTH PRACTICE

OMNICOM
(Revenue US 1,881M)

- BBDO WORLDWIDE
  - BBDO Worldwide
  - Clemenger BBDO Group
- DDB WORLDWIDE
  - DDB Worldwide
  - Tribal Worldwide
- TBWA\WORLDWIDE
  - TBWA\Worldwide
  - eg+ Worldwide
- OMNICOM MEDIA GROUP
  - Hearts & Science
  - OMD
  - PHD
  - Annalect
  - Resolution Media
- DAS GROUP OF COMPANIES
  - Omnicom Precision Marketing Group
    - Critical Mass
    - Proximity
    - RAPP
  - Omnicom Public Relations Group
    - Fleishman Hillard
    - Porter Novelli
    - Ketchum
- OTHER PRACTICE AREAS
  - Branding Group
    - Interbrand
    - C Space
    - Siegel + Gale
    - Hall & Partners
  - Experiential Marketing Group
    - Auditoire
  - Specialty Marketing Group
    - CPM

PUBLICIS GROUPE
(Revenue US 1,291M)

- PUBLICIS COMMUNICATIONS
  - Publicis Worldwide
    - Publicis
    - Publicis Engine
    - Publicis JimenezBasic
    - Publicis Vivid
    - Publicis Beehive
    - Publicis Ambience
    - Publicis 133 Lux
    - Publicis Wangfan
    - Nurun
    - Marcel
    - Arcade
  - Saatchi & Saatchi
    - L&K Saatchi & Saatchi
    - Mercer Bell
    - Saatchi & Saatchi Arachnid
    - Ace Saatchi & Saatchi
  - Leo Burnett
    - Leo Burnett
    - Orchard
    - Arc
    - Indigo Consulting
    - Rokkan
    - Metadesign
    - Alpha245
    - Beacon Communications
    - Black Pencil
  - BBH
    - BBH
  - MSL
    - MSL
    - Publicis Consultants Asia
    - Genedigi
    - Herd MSL
    - Luminous Experiential
    - CNC
    - N2N Communications
    - Fuel Communications
  - Prodigious
  - Saatchi & Saatchi Health
  - Publicis LifeBrands Medicus
  - Digitas Health LifeBrands
  - Saatchi & Saatchi Focus
  - Publicis LifeBrands Dreams
  - Publicis LifeBrands China
- PUBLICIS MEDIA
  - Starcom
  - Zenith
  - Blue 449
  - Performics
  - Spark Foundry
- PUBLICIS.SAPIENT
  - Sapient Consulting
  - SapientRazorfish
    - Razorfish
    - Razorfish Longtuo
    - 2Datafish
- PUBLICIS HEALTH
  - Saatchi & Saatchi Wellness
  - Publicis Life Brands Medicus
  - Digitas Health LifeBrands

BLUEFOCUS
(Revenue US 1,223M)

- BLUEFOCUS GROUP
  - BlueDigital
  - Phluency
  - BlueMedia
    - Domob
    - Madhouse
    - BlueVision
  - SNK Advertising
  - Bojie Media
  - Eyes Media
  - Kingo
  - BlueFocus Entertainment Communications
  - Jiebao Data
  - Prophet Data
  - Insight PR
  - We Are Social
  - Metta Communications
- ASSOCIATED COMPANIES
  - AdMaster
  - Behe
  - Blue Future
  - BlueMP
  - BlueStrategy
  - Blue Skyfall
  - BoldSeas
  - Colorfull
  - Data Intelink
  - Doumob
  - DT Communications
  - Financial PR
  - iClick
  - Jiemian
  - Lakala
  - LB Advisor
  - Leyue
  - Mashup
  - Micro Star
  - Newsbird
  - NowledgeData
  - OP Smart
  - Otype
  - Shareco
  - Taihe
  - TD Link
  - Tianyukong
  - Xiaoi
  - YCYH
  - Zamplus
  - 180
  - 1shi Interactive

INTERPUBLIC
(Revenue US 909M)

- MEDIABRANDS
  - Ansible
  - BPN
  - Cadreon
  - Ensemble
  - Initiative
  - Interactive Avenues
  - MAGNA
  - Rapport
  - Reprise
  - UM
    - Lodestar UM
  - ORION
- McCANN WORLDGROUP
  - McCann
  - McCann Health
    - McCann Healthcare
    - McCann Complete Medical
    - Consulting at McCann Health
    - McCann HumanCare
    - MDSCMG
  - MRM//McCann
  - Momentum Worldwide
  - Craft Worldwide
- MULLENLOWE GROUP
  - MullenLowe
    - MullenLowe
    - MullenLowe S'ng & Partners
    - MullenLowe Rauf (Pakistan)
  - MullenLowe Lintas Group
    - Mullen Lintas (Mumbai)
    - Lowe Lintas
      - Linproductions
      - Linconsult
      - dCell
      - Linteractive
      - Linegage
      - Golinopinion
      - Lintas Mediahub
  - MullenLowe Mediahub
  - MullenLowe Profero
  - MullenLowe Open
  - MullenLowe Comms
    - MullenLowe salt (Singapore)
    - MullenLowe MARC (Philippines)
- FCB
  - FCB
  - FCB India
    - FCB Ulka
    - FCB Cogito
    - FCB Ulka Healthcare
    - FCB Interface
    - Lodestar
    - Fuel
    - FCB Bitopi
    - Neon Brand PR
  - FCB New Zealand
    - FCB
  - FCB/IB
  - FCB Kuala Lumpur
  - FCB Manila
  - FCB Bangkok
  - FCB Cambodia
  - Richards Rose Sydney
  - FCB Happiness Saigon
- MARKETING SPECIALISTS (CMG)
  - DeVries Global
  - FutureBrand
  - Golin
    - Golinopinion
  - Jack Morton Worldwide
  - Octagon
    - Frukt
  - Weber Shandwick
    - Creation
    - dna Communications
    - Powell Tate
    - Bomoda
- INDEPENDENTS
  - Huge
  - R/GA

ADK
(Revenue US 656M)

- ADK
- ADK Marketing Solutions
  - ADK International
  - ADK Direct
  - ADK Digital Communication
  - Absolute one Inc.
  - Axival
  - DA Search & Link
  - 1→10 IMAGINE
  - Drill
- ADK Creative One
  - CHERRY
  - A-Bridge
- ADK Emotions
  - d-rights
  - Eiken
  - GONZO
  - Nihon Ad Systems
  - Right Song Music Publishing

CHEIL
(Revenue US 551M)

- CHEIL
  - Cheil
  - Iris
  - Cheil Pengtai
  - Bravo Asia
  - Experience Commerce

HAVAS
(Revenue US 218M)

- HAVAS CREATIVE
  - Havas
    - Havas Digital
    - Ekino
    - Host/Havas
    - Havas GIMC
    - Havas Immerse
    - Havas People
    - Annex
  - Havas Riverorchid
    - Havas Riverorchid
    - Havas Riverorchid PR
    - Havas Barefoot
    - Champagne
  - Arnold
  - Havas PR Collective
    - Porda
    - Red Agency
    - One Green Bean
    - Field Force
- HAVAS MEDIA
  - Havas Media
  - Arena Media
  - Havas Sports & Entertainment
  - Havas Media International
  - Havas GIMC
  - Eceslis
  - Socialyse
  - Adcity
  - Havas Riverorchid
  - Havas Riverorchid Media
- HAVAS HEALTH & YOU
  - Havas Life
  - Havas Life Sorento

MDC PARTNERS
(Revenue US 55M)

- MDC PARTNERS
  - 72andSunny
  - Allison + Partners
  - Anomaly
    - The Last Silo
  - F&B
  - The Media Kitchen
  - GALE
  - Hecho Studios
  - Unreasonable Studios
  - Y Media Labs

AGENCY GROUP
ADVERTISING
BRANDING & IDENTITY
CRM
DIGITAL
EXPERIENTIAL MARKETING
HEALTHCARE
MARKETING SERVICES
MEDIA
MOBILE
PR
PRODUCTION SERVICES
RESEARCH
SEO/SEM
SOCIAL MEDIA
OTHER SERVICES

AGENCY TREE REVENUE ESTIMATES

> All revenue is estimated based on FY2018 company reports, open source data and R3 research insights

> Japanese agencies are based on Calendar FY2018

> Conversion to US$ uses the average exchange rate of 2018

ABOUT R3

R3 is a leader in global, regional and local consulting on improving the effectiveness and efficiency of marketers and their agencies.
We work with nine of the world's top twenty marketers including Coca-Cola, Unilever, Colgate-Palmolive, Mastercard, Mercedes-Benz, Johnson & Johnson, Samsung and Kimberly Clark.

DRIVING TRANSFORMATION FOR MARKETERS AND THEIR AGENCIES