AGENCY FAMILY TREE TOP 10

2015
GLOBAL

WPP
(Revenue US 17,300M)

- OGILVY GROUP
  - Ogilvy & Mather Advertising
  - OgilvyOne Worldwide
  - Ogilvy CommonHealth Worldwide
  - Ogilvy Government Relations
  - Ogilvy Public Relations
  - Era Ogilvy
  - Feistein Kean Healthcare
  - Social@Ogilvy
  - Neo@Ogilvy
  - Colley Porter Bell
  - Redworks
- JWT WORLDWIDE
  - JWT
  - JWT Inside
  - Digitaria
  - Lunchbox
  - HeathWallace
- YOUNG & RUBICAM GROUP
  - Y&R
  - Wunderman
    - AGENDA
    - AdPeople
    - Actis Wunderman
    - Aqua
    - Blast Radius
    - Designkitchen
    - Kassius
    - KBM Group
    - These Days
    - RTC
  - TAXI
  - Burson-Marsteller
  - Cohn & Wolfe
  - Penn Schoen Berland
  - Landor Associates
  - Sudler & Hennessey
  - Icommobile
  - Studiocom
  - VML
  - Bravo
- GREY GROUP
  - Grey
  - Wing
  - GHG
- GROUPM
  - Mindshare
  - MediaCom
  - MEC
  - Maxus
  - Catalyst
  - Xaxis
  - Quisma
  - KR Media
- TENTHAVENUE
  - tenthavenue
  - Forward
  - Joule
  - Kinetic Worldwide
  - Spefax
  - TMARC
- KANTAR
  - Kantar
  - Kantar Health
  - Kantar Japan
  - Kantar Media
  - Benenson Strategy Group
  - Kantar Retail
  - Kantar Worldpanel
  - Added Value
  - Center Partners
  - IMRB International
  - Lightspeed GMI
  - Millward Brown
  - The Futures Company
  - TNS
- HILL+KNOWLTON STRATEGIES
  - Hill+Knowlton Strategies
  - Blanc & Otus
  - Wexler & Walker Public Policy Associates
- B to D Group
  - Addison Group
  - FITCH
  - Lambie-Nairn
  - PeclersParis
  - Brand Union
  - The Partners
  - VBAT
- AKQA
- POSSIBLE
- BATES CHI&PARTNERS
- GEOMETRY GLOBAL
- 9INE SPORTS & ENTERTAINMENT
- A. EICOFF & CO
- ACCELERATION
- ALLIANCE
- BDG ARCHITECTURE + DESIGN
- BLUE STATE DIGITAL
- BUCHANAN COMMUNICATIONS
- CLARION COMMUNICATIUONS
- DEWEY SQUARE GROUP
- DIALOGUE
- DIGIT
- DOVETAIL
- EWA
- F.BIZ
- GCI HEALTH
- HERING SCHUPPENER
- HOGARTH WORLDWIDE
- MANDO
- MAXX
- METRO
- MJM
- OHAL
- PACE
- PBN HILL+KNOWLTON STRATEGIES
- PRIME POLICY GROUP
- PRISM
- QGA
- FINSBURY
- ROCKFISH
- SALMON
- SANTO
- SCHOLZ & FRIENDS
- SMOLLAN HEADCOUNT
- SOHO SQUARE
- TEAM DETROIT
- THE DATA ALLIANCE
- THE FARM GROUP
- THE FOOD GROUP
- THE GLOVER PARK GROUP
- UNITED VISIONS
- JOHN ST.
- SCANGROUP
- THE UNITED NETWORK
- ASSOCIATE
  - ADK
  - HS Ad
  - The Jupiter Drawing Room
  - Chime Communications PLC
  - Barrows
  - Brierley & Partners
  - Grass Roots
  - HighCo
  - Smollan Group
  - UniWorld
  - Fabric Worldwide
  - Johannes Leonardo
  - SYZYGY
  - Globant
  - Visible
  - OOT
- JOINT VENTURE
  - Dentsu Y&R
- INVESTMENT
  - FullSIX
  - Imagina
  - MRC
  - The Weinstein Company
  - Ace Metrix
  - eCommera
  - In Game Ad Interactive
  - Invidi
  - HDT Holdings Technology
  - mySupermarket
  - Moment Systems
  - Say Media
  - SFX Entertainment Marketing
  - Vice Media
  - WildTangent

OMNICOM
(Revenue US 15,318M)

- BBDO WORLDWIDE
  - BBDO Worldwide
    - BBDO
    - Energy BBDO
    - InterOne
  - Proximity Worldwide
  - Clemenger Group
  - Juniper Park
  - Organic
- DDB WORLDWIDE
  - DDB Worldwide
    - DDB
    - Live
  - Alma
  - DDB Health/DDB Remedy
  - Interbrand
  - Red Urban
  - Roberts & Langer DDB
  - Rodgers Townsend
  - Spike DDB
  - TracyLocke
  - Tribal Worldwide
    - 22feet India
  - Uproar
  - RAPP
    - Haygarth Global
  - Kern Organization
- TBWA\WORLDWIDE
  - TBWA Worldwide
  - Being
  - E-Graphics Worldwide
    - Designory
  - Fame
  - Integer Group
  - TBWA Digital Arts Network
  - Zimmerman Advertising
  - TBWA/WorldHealth
  - CAHG
  - Mood Brazil
  - Heimat Global
- OMNICOM MEDIA GROUP
  - OMD Worldwide
  - PHD
  - Novus Media
  - OMG Entertainment & Sports
  - OMG Outdoor Media Group
  - Icon International
  - Resolution Media
  - Team Ignition Pancultural Marketing
  - Media Interactive Global
- FLEISHMANHILLARD
  - FleishmanHillard
  - GMMB
- KETCHUM
  - Ketchum
- CDM Group
  - AgencyRx
  - CDM New York
  - CDM Princeton
  - CDMiConnect
  - Entree Health
  - SSCG Media Group
- Marketing Arm
  - Marketing Arm
  - Fanscape
- OTHER OMNICOM SHOPS
  - 180 Amsterdam/180LA
  - Agency720
  - Alcone Marketing
  - AMCI
  - Bernard Hodes Group
  - Biolumina
  - Colangelo
  - Cone Communications
  - Critial Mass
  - Dieste
  - Direct Partners
  - Doremus
  - Downtown Partners Chicago
  - Emanate
  - Evolution Bureau
  - Flashpoint Medica
  - Footsteps
  - GMR Marketing
  - Goodby, Silverstein & Partners
  - Grizzard Communications Group
  - GSD&M
  - Harrison & Star
  - Hornall Anderson
  - Javelin Marketing Group
  - Latin Works
  - LLNS
  - Marina Maher Communications
  - MarketStar
  - Martin Williams
  - Merkley & Partners
  - Platnum Rye Entertainment
  - Porter Novelli
  - Russ Reid Co.
  - Serino/Coyne
  - Siegel & Gale
  - SportsMark
  - Targetbase
  - In Press Brazil
  - DDCA (DDC Advocacy)

PUBLICIS GROUPE
(Revenue US 8,264M)

- PUBLICIS WORLDWIDE
  - Publicis
  - Publicis 133
  - Publicis Activ
  - Publicis Ambience
  - Publicis Beehive
  - Publicis Betterway
  - Publicis Blueprint
  - Publicis Boise
  - Publicis Capital
  - Publicis Chemistry
  - Publicis Conseil
  - Publicis Cubed
  - Publicis Dialog
  - Publicis EthNous
  - Publicis Front Foot
  - Publicis Graffiti
  - Publicis Hawkeye
  - Publicis iStrat
  - Publicis Kaplan Thaler
  - Publicis Machine
  - Publicis Pusher
  - Publicis Shopper
  - AG2 Publicis
  - AR New York
  - Arcade
  - Blue Parrot
  - Camé Noir
  - DPZ
  - Duval Guillaume Modem
  - ETO
  - Kitchen
  - Marcel
  - MarketGate
  - Nurun
  - Owen Kessel
  - Pixelpark
  - Poke
  - Red Lion
  - REPUTATION
  - Riney
  - Salles Chemistri
  - Taterka
  - Vivid
  - Wangfan
  - WYSIWYG
- LEO BURNETT WORLDWIDE
  - Leo Burnett
  - Arc
  - Atelier
  - Alpha245
  - Turner Duckworth
- DIGITASLBI
  - DigitasLBi
  - Phonevalley
  - The Third Act
  - CRM 365
  - KitKatt Nohr
  - Sceneric
  - Metadesign
  - Lost Boys
- SAATCHI & SAATCHI
  - Saatchi & Saatchi
  - Saatchi & Saatchi X
  - Saatchi & Saatchi S
  - Bromley Communications
  - Team One
  - Conill
  - Fallon
- STARCOM MEDIA VEST GROUP
  - Starcom
  - Big Fuel
  - Spark
  - Tapestry
  - MediaVest
  - MV42
  - SMG Performance Marketing
  - Halogen
  - Local Spectrum
  - MRY
  - LiquidThreat
  - SMG Multicultural
  - Zero.Dot
- ZENITHOPTIMEDIA
  - Zenith
  - Moxie
  - Ninah
  - Performics
  - Optimedia
  - Sponsorship Intelligence
  - Newcast
- MSLGROUP
  - MSL
  - Publicis Consultants
  - Publicis Events
  - Publicis Live
  - Kekst & Co.
  - PBJS
  - JKL
  - 20:20 MSL
  - SAS
  - Women's Forum
  - CNC
  - Espalthe
  - Andreoli
  - Luminous Experimental
  - Genedigi
  - Qorvis
- RAZORFISH
  - Razorfish
  - Rosetta
  - LEVEL Studios
- BARTLE BOGLE HEGARTY (BBH)
  - BBH
  - ZAG
  - Brand Consultancy and Venturing
  - BBH Labs-Innovation Unit
- PUBLICIS HEALTHCARE COMMUNICATIONS GROUP (PHCG)
  - in-sync Consumer Insight
  - Saatchi & Saatchi Health / Wellness
  - Maxess Managed Markets
  - Publicis Life Brands
  - Heartbeat Ideas
  - Publicis Touchpoint Solutions
  - Digitas Health Life Brands
  - Razorfish Healthware
  - Discovery
  - Beacon healthcare
  - Publicis Healthcare Consulting
  - Publicis Health Media
- PRODIGIOUS
  - Prodigious
  - Market Forward
- MEDIAS & REGIES EUROPE
  - Mediavision
  - MRE
  - MediaTransports
- OTHER PUBLICIS SHOPS
  - Burrell Communications Group
  - VivaKi

INTERPUBLIC
(Revenue US 7,540M)

- MEDIABRANDS
  - BPN
    - Shopper Sciences
  - CUBOCC
  - Ensemble
  - Identity
  - ID Media
    - ID Health
    - Media Partnership Corporation
  - Initiative
  - Interactive Avenues
  - IPG Media LAB
  - Magna Global
    - Ansible
    - Cadreon
    - Reprise Media
  - MediaBrands Publishing
  - Orion Holdings
    - NSA Media
    - Orion Capital
    - Orion Printing
    - Orion Trading
    - Rapport Worldwide
    - WAHLSTROM
  - PROMOQUBE
  - TRAFFIC4U
  - UM
    - j3
- McCANN WORLDGROUP
  - McCann
  - Avrett Free Ginsberg
  - Casanova Pendrill
  - Craft Worldwide
  - Fitzgerald & CO
  - Maclaren McCann
  - The Martin Agency
  - McCann Health
    - Complete Medical Group
    - McCann Human Care
    - Regan Campbell Ward McCann
    - Torre Lazur McCann
  - MCN (Middle East Communications Network)
  - Mithun
    - Compass Point Media
  - Momentum Worldwide
    - Chase Design
    - Graphic ORB
    - Jay Worldwide
    - PMK*BNC
    - Vowel
  - MRM // MCCANN
    - Optaros
  - TM Advertising
- LOWE AND PARTNERS
  - Lowe
  - Lowe Profero
  - Lowe Open
  - ICC Lowe
- FCB
  - FCB
    - Asterni Analytics
    - Cogito Consulting
    - FCB Ulka Healthcare and Digital
  - Dailey
  - FCB Health
    - Area 23
    - Hudson
    - Mosaic
    - Neon
    - Prohealth
  - Hacker Agency
  - Halesway
  - New Honor Society
  - Rivet
- MARKETING SPECIALISTS (CMG)
  - The Axis Agency
    - Accent Marketing
  - Cassidy & Associates
  - Current Lifestyle Marketing
  - Devries Global
  - FutureBrand
    - LXUS
  - Golin
    - Insidedge
  - Jack Morton Worldwide
    - Genuine
  - Octagon
    - Advantage International
    - Film Fashion
    - Frukt
    - Octagon Access
    - Rogers And Cowan
  - Weber Shandwick
    - Corporate Voice
    - KRC Research
    - Mediaco
    - Powell Tate
    - Prime
    - Sawmill
- INDEPENDENTS
  - Carmichael Lynch
    - Spong
  - Deutsch
  - Hill Holliday
  - Huge
  - IW Group
  - Mullen
    - Frank About Women
    - Mediahub/Mullen
  - R/GA
  - Tierney

DENTSU
(Revenue US 5,913M)

- DENTSU INC
  - Dentsu Inc
- DENTSU AEGIS NETWORK
  - Carat
    - Carat
    - Carat Deep Blue
    - Carat Enterprise
    - Carat Expert
    - Carat Global
    - Carat Luxury
  - dentsu
    - dentsu
    - &c.
    - Dentsu Mobius
    - Dentsu Webchutney
  - Dentsu Media
    - Dentsu Media
    - Media Palette
    - Media Cubic
    - Media Matrix
    - D360
  - iProspect
    - iProspect
    - iProspectCommunicate2
    - explido iProspect
  - Isobar
    - Hypermedia - Linked by Isobar
    - Kirowski Isobar
    - Lubie to - Linked by Isobar
    - OMP - Linked by Isobar
    - Pjure Isobar
    - Trio Isobar
    - Verawom - Linked by Isobar
  - mcgarrybowen
  - Posterscope
    - Posterscope
    - Posterscope Contact
    - Milestone (India)
  - Vizeum
  - AMNET
  - Amplifi
  - Data2Decisions
  - Mitchell Communications Group
  - psLIVE
    - psLIVE
    - Promovator/psLIVE
    - NewWorld / psLIVE
  - 360i
    - 360i
    - LOV Interactive/360I
  - Ad O'Clock
  - admatics
  - Antibody Healthcare Communications
  - ApolloNation
  - Blocher & Partner
  - Brand Plus Marketing Solution
  - Brandmax Marketing Solutions
  - Brindley Advertising
  - CATCHSTONE
  - CCC
  - Clarity
- DENTSU AEGIS NETWORK
  - Clownfish
  - Coleman Group
  - Columbus
  - Connect Factory
  - Copernicus
  - Cupcake
  - Deep Blue
  - Dentsu Blue Focus
    - Dentsu Blue Focus
  - Dist
  - Doosra
  - Empowering media powered by the Dentsu Aegis Network
  - Firstborn Multimedia Corporation
  - Full Circle Media
  - Grant Productions
  - Haystac
  - Haystac Positive Outcomes
  - Huckleberry
  - ICUC
  - Ideas Avenue
  - Indigo
  - Innovision Marketing Solutions
  - Internet Selection
  - IQ Mobile
  - JH Conseil
  - JJP
  - Jumptank
  - Kobalt Media
  - MD Network
  - Mediasal
  - Milestone Brandcom
  - Mitchell and Partners
  - MMA
  - Mocom
  - Monsieur Referencement Internet
  - MWO
  - NBS
  - NewWorld
  - Pandora Media
  - PSI
  - rCOE
  - Riber Sports Marketing Group
  - RMI
  - Safecom
  - Simple Agency
  - Sinomonitor International
  - Social Embassy
  - Spark
  - SPI
  - Stadia Media
  - Steak Group
  - Symphony
  - Synergy
  - Team Epic
  - The Story Lab
  - Vivid Group
  - Wink TTD
  - Verawom
  - X-Line Hypermedia
  - YMedia

HAKUHODO DY
(Revenue US 2,289M)

- HAKUHODO
  - MJW Hakuhodo
  - LIVE 247
  - Mountain Studios
  - Hakuhodo Communication Partners Advertising (Shanghai)
  - Beijing Hakuhodo Advertising
  - Beijing Delphys Hakuhodo Advertising
  - Guangdong GDAD-Hakuhodo Advertising
  - TBWA\HAKUHODO China
  - Guangdong GDAD Delphys Hakuhodo Advertising
  - Shanghai Hakuhodo Advertising
  - Hakuhodo Intelligent Partners Advertising (Shanghai)
  - Hakuhodo Institute of Life and Living Shanghai
  - Consumer Insight Research (CInsight)
  - Hakuhodo Hong Kong
  - Cimigo Holdings
  - Grebstad Hicks Communications
  - Hakuho Communications
  - Taiwan Hakuhodo
  - Hakuhodo Active
  - Hakuhodo Percept
  - Percept/H
  - Hakuhodo Indonesia
  - Harkat Fitrah Mahir (Hakuhodo Lotus)
  - Hakuhodo Cheil
  - Hakuhodo Malaysia
  - People'n Rich-H
  - Lunch Communications
  - Hakuhodo Singapore
  - Hakuhodo Communications Asia
  - Hakuhodo Communications Singapore
  - Hakuhodo Consulting Asia Pacific
  - Delphys Hakuhodo International
  - Hakuhodo Asia Pacific
  - SPA Hakuhodo Advertising
  - SPICY H
  - Hakuhodo (Bangkok)
  - Media Intelligence
  - Foresight Research
  - Delphys Hakuhodo (Thailand)
  - Socius
  - Hakuhodo & Saigon Advertising
  - Hakuhodo Vietnam
  - Inpress Advertising
  - Hakuhodo France
  - TBWA\G1
  - Hakuhodo Deutschland
  - HDD
  - Southpaw Communications
  - Hakuhodo Rus
- DAIKO
  - Daiko (Shanghai) Advertising
  - Daiko (Beijing) Advertising
  - Daiko (Guangzhou) Advertising
  - Daiko Vietnum
  - Daiko Advertising India
  - Daiko Communications Taiwan
  - Daiko Indonesia Consulting
- YOMIKO ADVERTISING
  - Yomiko (Shanghai) Advertising
  - Taiwan Yomiko
- HAKUHODO DY MEDIA PARTNERS
  - D.A.Consortium Beijing (DAC Beijing)
  - DAC ASIA
  - Stories International
- KYU
  - Red Peak Group
  - SYPartners

HAVAS
(Revenue US 2,142M)

- HAVAS WORLDWIDE
  - Havas Worldwide
  - Havas PR
  - Havas Health
  - Victors & Spoils
  - Formula US
  - Work Club Global
- HAVAS MEDIA GROUP
  - Havas Media
  - Cake Group
  - Ignition
  - Bizkit Wisely AB Global
  - GT Media Global
- ARNOLD WORLDWIDE
  - Arnold Worldwide

MDC PARTNERS
(Revenue US 1,280M)

- MDC PARTNERS
  - 6degrees
  - Andretti Sports Marketing
  - 72andSunny
  - ACCENT
  - Allison + Partners
  - Anomaly
  - Boom!
  - Bruce Mau Design
  - Bryan Mills Iradesso
  - Colle + McVoy
    - Exponent
  - CP+B
    - CP+B Black Market
    - Path
  - Concentric
  - Doner
  - Gale43
  - Hello Design
  - HL Group
  - Hudsun Media
  - Hunter PR
  - Kenna
  - Kingsdale Shareholder Services
  - Laird + Partners
  - LBN
  - Luntz Global
  - Mono
  - Northstar
  - Real Interactive
  - Redscout
  - Relevent
  - Rumble Fox
  - Sloane & Co.
  - Source Marketing
  - TargetCom
  - Team
  - Union
  - Veritas
  - Vitro
  - Yamamoto
- KBS+
  - KBS+
  - Albion
  - Attention
  - Kwittken
  - The Media Kitchen
  - Spies & Assassins
  - Varick Media Management
- MDC MEDIA PARTNERS
  - Assembly
  - The Media Kitchen
  - Northstar
  - Varick Media Management

CHEIL
(Revenue US 721M)

- CHEIL WORLDWIDE
  - Cheil Worldwide
  - Barbarian Group
  - Beattie McGuinness Bungay
  - McKinney
  - Cheil Pengtai
  - Bravo Asia
  - Iris

BLUEFOCUS
(Revenue US 407M)

- DIGITAL
  - BlueDigital
  - We Are Social
  - Phluency
  - Bayline
  - Keying
  - Netops
- PR
  - Dentsu BlueFocus
  - Insight PR Consulting
  - BlueFocus Communications Group of America
- ADVERTISING
  - SNK Advertising
  - Metta Communications
  - Bojie Media
  - Eyes Media
  - Xinwei Adertising
- MARKETING SERVICES
  - BlueStrategy
  - BestChoice Business Consulting
  - Kingo
  - BlueFocus Entertainment Communications
  - Jiebao Data
  - Vision 7 International
  - Fuse Project
- ASSOCIATED COMPANIES
  - Lantern
  - Financial PR
  - DT Communications
  - Tianyukong
  - BoldSeas
  - AdMaster
  - LB Advisor
  - 1shi Interactive
  - Jianfei Keilan
  - Behe Adtech
  - Leyue
  - NowledgeData
  - Xiaoi
  - Zamplus
  - Fotoable
  - Doumob
  - Micro Star
  - iClick
  - Taihe
  - Wanleyun
  - Huntsworth
  - Blab

- 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 TREES REVENUE ESTIMATES

> All revenue is from company reports, estimated by R3 for Full Year 2014

> Japanese agencies are based on Calendar 2014

> For private companies, revenue is R3 estimate

> Conversions to US$ is as Dec 13th, 2014

R3 WORLDWIDE
www.rthree.com