2018
ASIA-PACIFIC

AGENCY FAMILY TREE TOP 10

DENTSU
(Revenue US 6,336M)

- DENTSU INC.
  - Dentsu (Japan)
    - Dentsu East Japan
    - Dentsu West Japan
    - Dentsu Kyushu
    - Dentsu Hokkaido
    - Dentsu Okinawa
    - Dentsu Aegis Japan
      - Carat Japan
      - iProspect Japan
      - Dentsu Isobar
      - Vizeum Japan
    - Ad Dentsu Osaka
    - Dentsu Meltetsu Communications
    - Dentsu Ad-Gear
    - Dentsu Young & Rubicam
    - Dentsu Sudler & Hennessey
    - Wunderman Dentsu
    - The Goal
    - OOH Media Solution
    - Dentsu Medical Communications
    - Dentsu Digital
    - Cyber Communications
    - DA search & link
    - Dentsu Digital Networks
    - Dentsu Public Relations
    - Dentsu Live
      - Dentsu Event Operations
    - Dentsu Tec
      - Dentsu Retail Marketing
      - Dentsu Customer Access Center
      - Dentsu On Demand Graphic
    - Dentsu Casting and Entertainment
    - One Sky
    - Shingata
    - Build Creativehaus
    - Battery
    - Ignite
    - Drill
    - Dentsu tempo
    - 3P Corp.
    - Dentsu Direct Force
    - K&D Consulting
    - Dentsu Consulting
    - Dentsu Creative X
    - Dentsu Creative Force
    - Pict
    - Yokohama Super Factory
    - C.A.L
    - Dentsu Sciencejam
    - UpTable
    - Dentsu Music and Entertainment
    - JEB Co., Ltd.
    - Dentsu Sports Partners
    - D Sports Merchandising
    - Dentsu Works
    - Dentsu Management Services
    - Dentsu Solari
    - Dentsu Innovation Partners
    - WireAction
    - Dentsu Operation Partners
    - Beacon Communications
    - Frontage
    - D2C
    - Dentsu Macromill Insight
  - Other Specialized Agencies (Outside Japan)
    - 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
    - Dentsu Tecno Camp
    - Dentsu Sports Asia
    - Team Twelve
    - Shanghai SFS-Dentsu Media & Entertainment
    - Promo Tec
    - Dentsu Tec Beijing Advertising
- DENTSU AEGIS NETWORK
  - Dentsu Brand Agencies
    - Taproot Dentsu
    - Dentsu Webchutney
    - Dentsu (Vietnam, Thailand, Taiwan, Singapore, Myanmar, Korea, Indonesia, India, Hong Kong, Beijing)
    - Dentsu TOP
    - Dentsu Public Relations Consulting Beijing
    - Dentsu One (Vietnam, Taipei, Kuala Lumpur, Jakarta, Gurgaon, China, Bangkok)
    - Dentsu Main Ad
    - Dentsu LHS
      - Mendeka LHS
    - Dentsu Jayme Syfu
    - Dentsu Impact
    - Dentsu Grant
    - Dentsu Compass
    - BWM Dentsu
    - BC&F Dentsu
    - ASPAC
  - dentsu X
    - dX palette (Indonesia, India, Malaysia, Taiwan, Thailand)
    - dX cubic (Indonesia, India, Malaysia, Taiwan, Thailand)
    - dX lab (Thailand, Indonesia, Vietnam, Philippines, Malaysia, Taiwan, China, Singapore)
    - dX matrix (Indonesia, India, Taiwan, Thailand)
    - dentsu X (China, South Korea, Hong Kong, Taiwan, Singapore, Thailand, Indonesia, Philippines, Vietnam, Malaysia, India, Australia)
    - dX 360
    - d3
    - cia
    - Merkle &c
    - dX entertainment
  - Other Agencies
    - Carat
    - AAA Media
    - X-Line
    - iProspect
      - iProspect-WIS
      - Consider iProspect
      - Flexmedia iProspect
      - Search Factory iProspect
      - Scorch iProspect
    - Columbus
    - Amnet
    - Amplifi
    - Isobar
      - Isobar Commerce
      - OMP-Linked by Isobar
      - Trio Isobar
      - Verawom-Linked by Isobar
      - VeryStar-Linked by Isobar
      - Soap - Linked by Isobar
      - WATConsult - Linked by Isobar
      - WITH Collective - Linked by Isobar
      - Little Giant - Linked by Isobar
      - Fractal - Linked by Isobar
      - Accordant - Linked by Isobar
    - The Story Lab
    - mcgarrybowen
      - Happy mcgarrybowen
      - manghamgaxiola mcgarrybowen
    - Posterscope
    - Vizeum
    - Catchstone
    - Clarity
    - Haystac
      - Spark
    - Milestone Brandcom
    - MKTG
      - Fountainhead MKTG
    - Sinomonitor International
    - John Brown Media
      - John Brown Novus
    - psLIVE
    - Data2Decisions
    - Fetch
    - Same Same but different
    - Gyro
    - SVG Media
    - Dwi Sapta
    - Coxinall
    - Merkle
    - Klipdesk
    - Perfect Relations

WPP
(Revenue US 2,752M)

- OGILVY GROUP
  - Ogilvy & Mather Advertising
  - OgilvyOne Worldwide
  - Ogilvy CommonHealth Worldwide
  - Ogilvy Public Relations
  - H&O
  - OgilvyRED
  - Social@Ogilvy
  - Diamond Ogilvy Group
- BATES CHI & PARTNERS
- J. WALTER THOMPSON WORLDWIDE
  - J. Walter Thompson
    - Mirum
      - Heath Wallace
    - Always Marketing Services
    - Contract Advertising
    - Encompass
    - Heyday
    - Mango
    - PostVisual
    - Webling
- YOUNG & RUBICAM GROUP
  - Young & Rubicam Advertising
    - Campaign Palace
    - Monday
    - Paragon
  - VML
    - VML China
    - VML Singapore
    - VML Jakarta
    - VML India
  - Burson Cohn & Wolfe
  - Sudler & Hennessey
  - Landor Associates
  - Penn Schoen Berland
  - BAV Consulting
  - Rediffusion Y&R
  - Dentsu Y&R
  - GP Y&R
- Wunderman
  - Wunderman Commerce
  - Wunderman Data
  - Wunderman Health
  - POSSIBLE
- GREY GROUP
  - Grey
  - Grey Digital
  - Grey DPI
  - ArtM
  - Star Echo
  - RC&M
  - Easycom
  - Vinyl-I
- HILL+KNOWLTON STRATEGIES
  - Carl Byoir
  - Longitude One
  - Public Strategies
  - Rice 5
  - H+K Strategies Rikes
- SUPERUNION
- FITCH
- DESIGN BRIDGE
- AKQA
- GTB
- GEOMETRY GLOBAL
- SMOLLAN
- WPP AUNZ
- WPP HEALTH & WELLNESS
- GROUPM
  - Mindshare
  - Wavemaker
  - MediaCom
  - Essence
  - m/SIX
  - Motivator (India)
  - ESP Properties (Singapore)
- TENTHAVENUE
  - tenthavenue
  - Kinetic
  - Joule
  - Spafax
  - Bookmark
- KANTAR
  - CIC
  - Kantar Consulting
  - Kantar Health
  - Kantar Public
  - Kantar Media
  - Kantar Millward Brown
  - Kantar TNS
  - Kantar Worldpanel
  - Lightspeed
  - Kantar IMRB
- WPP DIGITAL
  - Hogarth Worldwide
- WPP INVESTMENTS
  - HDT
  - InGame Ad
  - oOh! Media
- ASSOCIATED COMPANIES
  - GIIR
  - Smart Media
  - VAC Group

HAKUHODO DY
(Revenue US 2,515M)

- HAKUHODO
  - Hakuhodo
    - Hakuhodo (Beijing, Shanghai, Changsha, Wuhan, Hong Kong, Taiwan, Bangkok, Vietnam, Indonesia, Malaysia,Singapore)
    - ADSTAFF-HAKUHODO
    - Ashton Consulting
    - Backs Group
    - Chugokushikoku Hakuhodo
    - chuo-ad shinsha
    - Cosmo Communications
    - CRAFTAR
    - D.BRAIN
    - Edge International
    - Hakuhodo Casting & Entertainment
    - Hakuhodo Consulting
    - Hakuhodo Creative Vox
    - HAKUHODO DESIGN
    - Hakuhodo Direct
    - Hakuhodo i-studio
    - Hakuhodo Kettle
    - Hakuhodo Magnet
    - Hakuhodo Medical
    - Hakuhodo Planning House
    - Hakuhodo Product's
    - Happy Hours Hakuhodo
    - HAKUHODO THE DAY
    - Hokkaido Hakuhodo
    - Hokuriku Hakuhodo
    - HOLOGRAM
    - JPDH
    - KIDS DENTAL PARK
    - Mahalo Networks
    - Niigata Hakuhodo
    - OZMA
    - Pinkoi Japan
    - Shizuoka Hakuhodo
    - SIX
    - Spicebox
    - Spontena
    - TBWA\HAKUHODO
    - Tohoku Hakuhodo
    - Tokyo Survey Research
    - VoiceVision
    - MJW Hakuhodo
      - LIVE 247
      - Mountain Studios
    - Hakuhodo International China
    - Hakuhodo Communication Partners Advertising
    - Hakuhodo Intelligent Partners Advertising
    - Grebstad Hicks Communications
    - Hakuhodo Institute of Life and Living
    - Hakuhodo Media Design
    - Ray Spring
    - Beijing Delphys Hakuhodo Advertising
    - GDAD-Hakuhodo Advertising
    - Guangdong GIMC Delphys Hakuhodo Advertising
    - Grebstad Hicks Communications
    - Hakuhodo Percept
      - H&H Communications
    - Percept/H
      - IBD India
    - Hardana Widya Mahir (HYBRID-H)
    - Harkat Fitrah Mahir (Hakuhodo Lotus)
    - Hakuhodo Cheil
    - Hita Wistara Mahir (H:Three)
    - People 'n Rich-H
    - Lunch Communications
      - Hakuhodo Communications Asia
    - Delphys Hakuhodo International
    - Hakuhodo Consulting Asia Pacific
    - Grebstad Hicks Communications
    - Hakuhodo Active
    - Hakuhodo Asia Pacific
    - Spa-Hakuhodo Advertising
    - Spicy H
    - Media Intelligence
    - Delphys Hakuhodo
    - Socius
    - PRODUCTS (BANGKOK)
    - Inpress Advertising
    - Hakuhodo & Saigon Advertising
    - Intergrated Communications Group
- DAIKO
  - Daiko Advertising
    - Daiko Advertising (Kyusyu, Kansai, Hokuriku, China, Vietnam, India)
    - DAIKO COMMUNICATIONS (Taiwan)
    - Ad Daiko Nagoya
    - Asahi Area Advertising
    - Daiko West
    - Chubu Asahi Advertising
    - DAIKO ONES
    - D-Create
    - D&I Partners
    - IBSystem
    - Daiko Mediax
    - AD PLANET DAIKO
- YOMIKO ADVERTISING
  - YOMIKO ADVERTISING
    - YOMIKO CROSS COM
    - YOMIKO ADLINE
    - YOMURI KANAGAWA ADVERTISING
    - SHOPPER INSIGHT
    - YOMIKO Entertainment
    - YOMIKO (Shanghai) Advertising
    - TAIWAN YOMIKO
    - FLP YOMIKO (Singapore, Malaysia, Indonesia)
- HAKUHODO DY MEDIA PARTNERS
  - Hakuhodo DY Media Partners
    - Hakuhodo DY Sports Marketing
    - Hakuhodo DY Digital
    - Hakuhodo DY Music & Pictures
    - Hakuhodo DY Ad Station
    - T Memo
    - Data Stadium
    - STORIES
    - Handy Marketing
    - ALL BLUE
    - ONESTORY
    - Advertisement EDI Center
    - Super Network
    - D.A. Consortium
      - UNITED
      - HAKUHODO i-studio
      - Platform One
      - ADPRO
      - Torchlight
      - D.A.Consortium (Beijing, Taiwan)
      - DAC ASIA
      - I-DAC
  - Mediba
  - IREP
    - Relevancy-Plus
    - Localio
    - SYNX
    - Open Coat
    - ACQUISIO JAPAN
    - Newsy
    - DIGITAL MARKETING INDONESIA
    - MOORE ONLINE DEVELOPMENT SOLUTIONS
    - IREP Beijing

OMNICOM
(Revenue US 1,712M)

- BBDO WORLDWIDE
  - BBDO
- DDB WORLDWIDE
  - DDB Asia
    - Tribal Worldwide Asia
    - TracyLocke Asia
    - TRACK Asia
    - TAG DDB
    - Tango5
    - Degree
    - DDB Remedy
    - Interbrand
- TBWA\WORLDWIDE
  - DAN
  - TBWA\
  - Integer
  - Auditoire
  - eg+ Worldwide
  - Creative Juice
  - SHIFT
  - Eleven PR
  - BEING
  - Designory
  - TBWA\HAKUHODO
- DAS
  - Adelphi
  - RX Healthcare
  - Blue Current
  - CPM
  - Critical Mass
  - Fleishman Hillard
  - Hall & Partners
  - Ketchum
  - Kreab
  - The Marketing Arm
  - MCI
  - Porter Novelli
  - RAPP
  - Siegel+Gale
  - TRO
  - Vox Global
  - Targis
  - Polaris
  - Doremus
  - Cspace Jigsaw
- OMNICOM MEDIA GROUP
  - Hearts & Science
  - OMD
  - PHD
  - M2M
  - Foundation
  - Total Media
  - FUSE
  - Annalect
  - Resolution
  - Airwave

PUBLICIS GROUPE
(Revenue US 1,309M)

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

INTERPUBLIC
(Revenue US 877M)

- MEDIABRANDS
  - Ansible
  - BPN
  - Cadreon
  - Ensemble
  - Initiative
    - Lintas Media Group
  - Interactive Avenues
  - MAGNA
  - Mediabrands Insights
  - Rapport
  - Reprise
  - Society
  - UM
    - Lodestar UM
  - ORION
- McCANN WORLDWIDE
  - McCann
  - McCann Health
    - McCann Healthcare
    - McCann Complete Medical
    - Consulting at McCann Health
    - McCann Humancare
    - MDSCMG
  - MRM//McCann
  - Momentum Worldwide
  - Craft Worldwide
- MULLENLOWE GROUP
  - MullenLowe
    - 303 MullenLowe
    - MullenLowe Rauf (Pakistan)
    - MullenLowe (Hong Kong, Taipei, Indonesia, Tokyo, Malaysia, Philippines, Singapore, Sri Lanka, Thailand, Vietnam)
  - MullenLowe Lintas Group
    - Mullen Lintas (Mumbai)
    - Lowe Lintas
      - Linproductions
      - Linconsult
      - dCell
    - PointNine Lintas
      - Linteractive
      - Linegage
      - Golinopinion
      - Mediahub Lintas
  - MullenLowe Mediahub
  - MullenLowe Profero
  - MullenLowe Open
  - MullenLowe Comms
    - MullenLowe salt (Singapore)
- FCB
  - FCB
  - FCB India
    - FCB Ulka
    - FCB Cogito
    - FCB Ulka Healthcare
    - FCB Interface
    - Lodestar
    - Neon Brand PR
  - FCB New Zealand
  - FCB Jakarta
  - FCB Seoul
  - FCB Kuala Lumpur
  - FCB Manila
  - FCB Bangkok
  - 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

BLUEFOCUS
(Revenue US 868M)

- DIGITAL
  - BlueDigital
  - Phluency
  - Madhouse
  - Domob
  - Blueplus
  - BlueFocus eCommerce
  - LanHan
- PR
  - Insight PR Consulting
- ADVERTISING
  - SNK Advertising
  - Metta Communications
  - Bojie Media
  - Eyes Media
  - Xinwei Adertising
- MARKETING SERVICES
  - BlueStrategy
  - Kingo
  - BlueFocus Entertainment Communications
  - Jiebao Data
- ASSOCIATED COMPANIES
  - Financial PR
  - DT Communications
  - Tianyukong
  - BoldSeas
  - AdMaster
  - LB Advisor
  - 1shi Interactive
  - OP Smart
  - Behe Adtech
  - Leyue
  - NowledgeData
  - Xiaoi
  - Zamplus
  - Doumob
  - Micro Star
  - iClick
  - Taihe
  - Flymotech
  - Shareco
  - BlueMP
  - 180
  - shangpin.com
  - Jiemian
  - Meshup
  - BokanEDU
  - Blue Skyfall
  - Lakala
  - Blue Future
  - Bii
  - Lakala eCommerce
  - YCYH
  - Newsbird

ADK
(Revenue US 656M)

- ADK
  - ADK Arts
  - ADK International
  - ADK Dialog
  - ADK Digital Communication
  - Absolute one Inc.
  - ASP
  - Axival
  - DA Search & Link
  - d-rights
  - Drill
  - Eiken
  - GONZO
  - Kyowa Kikaku
  - Nihon Ad Systems
  - Right Song Music Publishing

CHEIL
(Revenue US 556M)

- CHEIL
  - Cheil
  - Iris
  - Cheil Pengtai
  - Bravo Asia

HAVAS
(Revenue US 216M)

- 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
  - Mobext
  - Ecselis
  - Artemis
  - Affiperf
  - Socialyse
  - Adcity
  - Havas Riverorchid
    - Havas Riverorchid Media
- HAVAS HEALTH & YOU
  - Havas Life
  - Havas Life Sorento
  - Health4Brands (H4B)

- 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 estimated based on FY2017 company reports, open source data and R3 research insights

> Japanese agencies are based on Calendar FY2017

> Conversion to US$ uses the average exchange rate of 2017

R3 WORLDWIDE
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