Advertising Age's

21st Annual GLOBAL MARKETERS

PART 2: MULTINATIONAL AGENCY NETWORK ASSIGNMENTS

crain

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MULTINATIONAL AGENCY NETWORK ASSIGNMENTS

IN THIS REPORT, Advertising Age maps out the agency network assignments of global marketers. Ad Age defines global marketers in two ways. First, global marketers are companies ranked (based on measured media spending) in Ad Age's Top 100 Global Marketers ranking. Second, global marketers are clients that employ an ad agency across five or more countries, generating more than $5 million in revenue for that agency.

Agency networks provided data detailing accounts meeting those criteria. In the end, 24 agency networks claimed assignments from 272 global marketers (defined as parent companies). Many of those marketers assign their accounts to multiple networks.

The first section of this report lists global accounts in alphabetical order by marketer with a dot in countries where an agency handles the business. The second section lists clients by agency network.

HOW DATA WERE COLLECTED

The Ad Age DataCenter sent international agency networks a standardized list of 61 countries, regions and country groups. Countries in regions such as the Caribbean are grouped together because of relatively low ad spending. A list of country groupings is on **Page 3**.

This year, Ad Age requested that agency networks list accounts for parent companies among the Top 100 Global Marketers—whether or not the account is handled in five countries—to show any networks handling Top 100 clients.

Global Accounts By Advertiser, beginning on **Page 4**, shows all accounts submitted by the agency network meeting Ad Age's dual global marketer criteria. Global Accounts By Agency Network, starting on **Page 22,** lists only clients handled in five or more countries.

Global agency networks specializing in marketing services disciplines were invited to participate this year, in part because of the merger of Draft and FCB. Data on Wunderman and Rapp Collins Worldwide appear here for the first time. Data for other agency networks include their embedded marketing services units; McCann, for example, includes MRM and Momentum. Media specialist agencies are excluded.

Agency networks within a common agency holding company appear in the same color. For example, Interpublic Group of Cos. owns McCann Erickson Worldwide, Lowe Worldwide and DraftFCB and all are in green.

NETWORKS WITH THE MOST GLOBAL CLIENTS

RANK	NETWORK	CLIENTS
1	**Euro RSCG Worldwide** (Havas)	42
2	**McCann Erickson Worldwide** (IPG)	40
3	**Ogilvy & Mather Worldwide** (WPP)	35

For this table, Ad Age refined the criteria for "global": A global client is a parent company handled by the agency network in at least five countries and at least three of six major regions (North America, Latin America, Europe, Middle East, Africa, Asia/Pacific).

DATACENTER STAFF: Bradley Johnson, Kevin Brown, Maura Wall, Maureen Morrison, Katy Gallagher

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AGENCY ABBREVIATIONS

NETWORK	ABBREVIATION	HOLDING CO.
Arnold Worldwide Partners	Arnold	Havas
Bartle Bogle Hegarty	Bartle	Publicis Groupe*
BBDO Worldwide	BBDO	Omnicom Group
DDB Worldwide	DDB	Omnicom Group
Dentsu	Dentsu	Dentsu Inc.
DraftFCB	DraftFCB	Interpublic Group of Cos.
Euro RSCG Worldwide	Euro RSCG	Havas
Fallon Worldwide	Fallon	Publicis Groupe
Grey	Grey	WPP Group
Hakuhodo	Hakuhodo	Hakuhodo DY Holdings
JWT	JWT	WPP Group
Leo Burnett Worldwide	Burnett	Publicis Groupe
Lowe Worldwide	Lowe	Interpublic Group of Cos.
M&C Saatchi	MCSaatchi	
McCann Erickson Worldwide	McCann	Interpublic Group of Cos.
Ogilvy & Mather Worldwide	O&M	WPP Group
Publicis	Publicis	Publicis Groupe
Rapp Collins Worldwide	TBWA	Omnicom Group
Saatchi & Saatchi	Saatchi	Publicis Groupe
TBWA Worldwide	TBWA	Omnicom Group
Voluntarily United Group of Creative Agencies	United	WPP Group
Wieden & Kennedy	W&K	
Wunderman	Wunderman	WPP Group
Y&R Advertising/DYR[1]	Y&R	WPP Group

*Publicis Groupe owns 49% of Bartle. [1]Asian assignments of the Y&R Advertising network are handled by Dentsu, Young & Rubicam Partnerships. WPP's Young & Rubicam owns 65% of DYR.

COUNTRY GROUPINGS

Africa: Algeria, Botswana, Cameroon, Ethiopia, Ghana, Guyana, Ile de la Reunion, Ivory Coast, Kenya, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Senegal, Seychelles, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe

Balkans: Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Macedonia, Montenegro, Serbia, Slovenia

Baltics: Estonia, Latvia, Lithuania

Caribbean: Aruba, Bahamas, Barbados, Bermuda, Cayman Islands, Dominican Republic, Haiti, Jamaica, Martinique, Puerto Rico, Trinidad

Central America: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

Indochina: Cambodia, Laos, Myanmar, Vietnam

Middle East: Bahrain, Cyprus, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Syria, United Arab Emirates, Yemen

Russia/CIS: Armenia, Belarus, Georgia, Moldova, Kazakhstan, Russia, Ukraine, Uzbekistan

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Ad Age MOBILE

GLOBAL MARKETERS: Global Accounts by Advertiser

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

GLOBAL MARKETERS: Global Accounts by Advertiser

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

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GLOBAL MARKETERS: Global Accounts by Advertiser

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GLOBAL MARKETERS: Global Accounts by Advertiser

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Arnold Worldwide Partners

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | EUROPE | | | | | | | | | | |

Bartle Bogle Hegarty

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

BBDO Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

DDB Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Dentsu

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | EUROPE | | | | | | | | | | |

GLOBAL MARKETERS: Global Accounts by Agency Network

DraftFCB

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Euro RSCG Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Euro RSCG Worldwide (cont'd)

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Fallon Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Grey

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | EUROPE | | | | | | | | | | |

Hakuhodo

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | EUROPE | | | | | | | | | | |

JWT

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Leo Burnett Co.

| | | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Lowe Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

McCann Erickson Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

McCann Erickson Worldwide (cont'd)

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

M&C Saatchi

| | | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Ogilvy & Mather Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Ogilvy & Mather Worldwide (cont'd)

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Publicis Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Rapp Collins Worldwide

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | EUROPE | | | | | | | | | | |

Saatchi & Saatchi

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

TBWA Worldwide

| | | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Voluntarily United Group of Creative Agencies

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Wieden & Kennedy

| | | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |

Wunderman

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | EUROPE | | | | | | | | | | |

Y&R Advertising

| Client company (division or brand) | Agency network | NORTH AMERICA | | LATIN AMERICA | | | | | | | | | | | | EUROPE | | | | | | | | | | | |