MULTINATIONAL AGENCY NETWORK ASSIGNMENTS

IN THIS REPORT, Advertising Age maps out the agency network assignments of global marketers. (The report is sometimes called The Dots.) Ad Age defines global marketers in three ways. First, global marketers are companies ranked (based on measured media spending) in Ad Age's Top 100 Global Marketers ranking. [A Global Marketers PDF accompanies this document in the DataCenter on AdAge.com.]

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. Finally, truly global clients (those qualifying for the ranking on the facing page) must be handled in at least three major regions.

Agency networks provided data detailing accounts meeting those criteria. In the end, 24 agency networks claimed assignments from 274 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, but only where the network handles the account in five or more countries.

HOW DATA WERE COLLECTED

The Ad Age DataCenter sent international agency networks a standardized list of 61 countries, regions and country groups. A list of country groupings is on **Page 3**.

Agency networks listed accounts for parent companies among the Top 100 Global Marketers—whether or not the account is handled in five countries—showing any networks handling major 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 23,** lists only clients handled in five or more countries.

Global agency networks specializing in marketing services disciplines are included. Data for agency networks include embedded marketing services units; McCann, for example, includes MRM and Momentum; O&M includes OgilvyOne.

Media specialist agencies are excluded.

Agency networks within an 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 green. A color key shows holding companies on each page.

THE NETWORK RANKING

Ad Age further refines the definition of "global": A global client is a parent company handled by the the agency network in at last five counties and at least three of six major regions (North America, Latin America, Europe, Middle East, Africa, Asia/Pacific).

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AGENCY NETWORKS WITH THE MOST GLOBAL CLIENTS

Accompanied by data from Ad Age's 2008 Agency Report

RANK	NETWORK [PARENT]	HEADQUARTERS	GLOBAL CLIENTS	REVENUE RANK 2007[2]	WORLDWIDE REVENUE 2007	2006	% CHG	U.S. REVENUE 2007	2006	% CHG	REVENUE FROM OUTSIDE THE U.S. 2007	2006	% CHG
1	Euro RSCG Worldwide [Havas]	Paris	55	9	$1,310	$1,183	10.8	$404	$393	2.8	$906	$790	14.7
2	McCann Worldgroup [Interpublic Group of Cos.]	New York	46	2	2,533	2,327	8.9	1,140	1,037	9.9	1,393	1,290	8.0
3	Ogilvy Group [WPP Group]	New York	38	6	1,836	1,648	11.4	669	608	10.1	1,167	1,041	12.2
4	Grey Group [WPP Group]	New York	23	12	1,177	1,110	6.1	537	507	5.9	641	603	6.2
5	JWT [WPP Group]	New York	23	8	1,489	1,385	7.5	450	433	4.0	1,039	952	9.1
6	Publicis Worldwide [Publicis]	Paris	23	11	1,200	1,164	3.1	249	228	9.5	951	936	1.6
7	BBDO Worldwide [Omnicom Group]	New York	22	4	2,389	2,077	15.0	791	698	13.3	1,598	1,379	15.9
8	Y&R[1] [WPP Group]	New York	18	5	2,139	1,910	12.0	973	881	10.5	1,166	1,030	13.2
9	TBWA Worldwide [Omnicom Group]	New York	18	7	1,779	1,587	12.1	620	583	6.4	1,159	1,004	15.5
10	Saatchi & Saatchi [Publicis]	New York	17	15	740	660	12.1	300	263	13.9	440	397	11.0

Figures are U.S. dollars in millions. All figures are AA DataCenter estimates. Some agency networks may not have claimed all clients for this report, citing confidentiality agreements. Clients were reported as of November 2008. Revenue figures reflect data estimated by the Ad Age DataCenter for the 2008 Agency Report (AA, May 5). To view data from the Agency Report, look at AdAge.com's DataCenter. 1) Revenue for Y&R includes Wunderman. 2) Among consolidated agency networks in 2007, DDB Worldwide Communications Group was ranked No. 1 with an estimated $2.62 billlion in revenue and Dentsu was ranked No. 3 with an estimated $2.47 billion in worldwide revenue. Using Ad Age's criteria for counting global clients (one parent, five countries, three regions—see methodology above) neither made the Top 10 for this table.