

Agency Holding Companies

In 2012, Dentsu extended its lead, growing by nine per cent. Hakuhodo also returned to growth, while figures were more modest for WPP and Omnicom

Asia-Pacific ranking by revenue

Rank 2012	Rank 2011	Agency Group	2012 Full Year Estimate (US\$ M)	Change vs 2011 Constant Currency	Key Agencies
1	1	Dentsu	4093	9%	Dentsu Y&R, Dentsu Media, Dentsu Mobius, Cyber Communications, Drill
2	2	WPP	2673	6%	Ogilvy & Mather, JWT, Bates, Grey Group, Y&R, Wunderman, Mindshare, Maxus, MEC, MediaCom
3	3	Hakuhodo	1977	16%	Hakuhodo, Hakuhodo Kettle, TBWA Hakuhodo
4	4	Omnicom	1548	11%	BBDO Proximity, Clemenger BBDO, DDB, Tribal DDB, Rapp, TBWA, OMD, PHD
5	5	Publicis	996	9%	Publicis, Saatchi & Saatchi, BBH, Leo Burnett, Starcom, ZenithOptimedia
6	6	Interpublic	778	13%	McCann Worldgroup, MRM Worldwide, McCann Health, Lowe, DraftFCB, UM, Initiative
7	10	Aegis	771	17%	Carat, Vizeum, Posterscope, Isobar, Heartland China
8	8	Asatsu-DK	658	10%	ADK International, ADK Dialog, ADK Arts
9	7	Cheil	472	27%	Cheil Worldwide, BMB, The Barbarian Group, Bravo
10	11	STW	375	5%	Singleton Ogilvy & Mather (67%), JWT Australia (49%), Plush, Ikon, The Brand Agency (75%), Badjar
11	/	Project: WorldWide	180	NA	George P Johnson, partners+napler, Spinifex group, JUXT, Motive, G7 Entertainment Marketing Raumtechnik, Affinitive
12	9	Enero	174	-28%	BMF, Naked, Frank PR, The Leading Edge
13	12	Havas	157	11%	Havas, Havas Media
14	13	M&C Saatchi	91	12%	M&C Saatchi, Clear
15	14	Sapient Nitro	74	10%	SapientNitro
16	16	Wieden & Kennedy	40	14%	Wieden+Kennedy
17	18	ICLP	35	0%	ICLP
18	19	Next Fifteen	0	16%	Bite, Text100

NOTE
 All FY2012 data is based on 133% of Q3 reported revenues or 200% of Q2 revenue, depending on data availability
 Japanese agencies are based on Calendar 2012. Australian agencies are based on their FY11
 For private companies, revenue is R3 estimate
 All rates have been converted to US\$ based on Nov 21st, 2012 forex rate
 Change vs 2011 is shown in local currency of each individual holding company

In association with

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