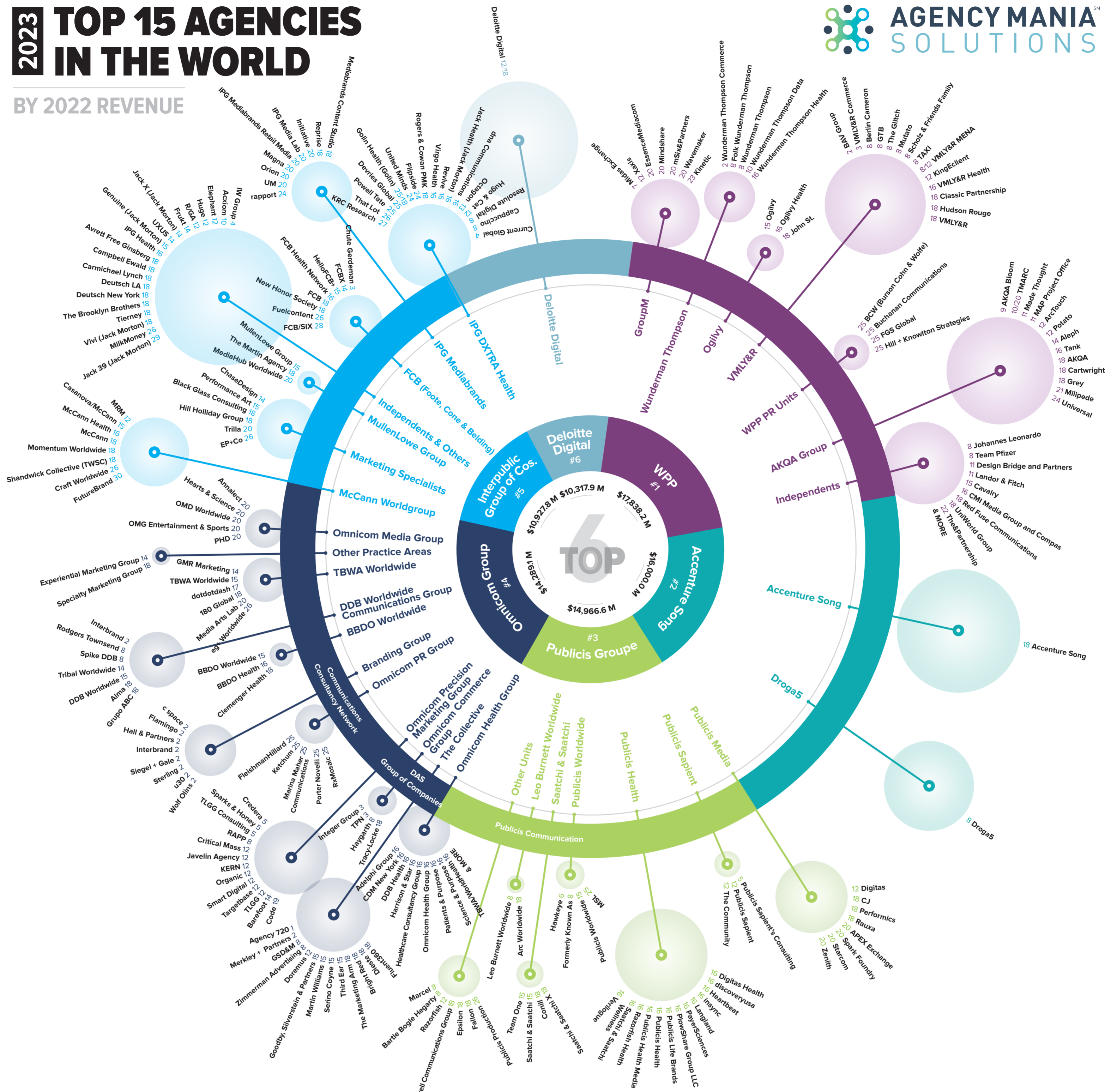


# 2023 TOP 15 AGENCIES IN THE WORLD

BY 2022 REVENUE



## AREAS OF DISCIPLINE

- |                                 |                             |                           |
|---------------------------------|-----------------------------|---------------------------|
| 1 Branding                      | 11 Design / Brand Strategy  | 21 Mobile Gaming          |
| 2 Brand Consulting + Experience | 12 Digital                  | 22 Multi-Disciplinary     |
| 3 Commerce-related Services     | 13 Event Marketing          | 23 Out-of-home            |
| 4 Communication                 | 14 Experiential             | 24 Other                  |
| 5 Consulting                    | 15 Full-Service             | 25 PR                     |
| 6 Content                       | 16 Healthcare               | 26 Production             |
| 7 Corporate Trading             | 17 Innovation               | 27 Research               |
| 8 Creative                      | 18 Marketing                | 28 Specialist Creative    |
| 9 Cultural                      | 19 Marketing Science + Tech | 29 Sponsorship Consulting |
| 10 Data + Insight               | 20 Media                    | 30 Strategy/Design        |

## NOTABLE CHANGES FROM 2021-2022

- Accenture Song jumped 2 rankings in 2022 (bumping Omnicom down ranks), resembling massive YOY growth and in part due to 2022 acquisitions: Romp, Jakarta and The Stable, Minneapolis
- Quad made the Top 15 list, landing at spot 11
- Year-end 2022 employment at WPP, Publicis, Omnicom, Interpublic and Dentsu is up 6.4% (AdAge)
- Deloitte Digital moved up a ranking in 2022, surpassing Dentsu
- Employment for U.S. ad agency jobs was at an all-time high in October 2022 (AdAge)
- Stagwell Inc. saw significant revenue growth in 2022, with its % change year over year up 14%
- 2022 U.S. agency revenue growth was up 9.9% based on agencies tracked in Agency Report (AdAge)
- Deloitte Digital experienced significant growth, in part due to various acquisitions including Madras Global, Awesome TLV, and The Working Group (TWG)
- VMLY&R, VMLY&R COMMERCE, and GTB merged to form VMLY&R MENA

AGENCY	2021 (Millions)	2022 (Millions)	% Change (yr over yr 2021)	% Change (yr over yr 2022)	Global HQ	Countries #	Employees #
1 WPP	\$17,610.5	\$17,838.2	12.1%	1.3%	London, UK	110	115,473
2 Accenture Song	\$12,500	\$16,000	17.4%	28%	NYC, USA	120	UNK
3 Publicis Groupe	\$13,890.3	\$14,966.6	10%	7.7%	Paris, FR	110	98,022
4 Omnicom Group	\$14,289.4	\$14,289.1	10.2%	0%	NYC, USA	100	74,200
5 Interpublic Group of Cos.	\$10,240.7	\$10,927.8	11.9%	6.7%	NYC, USA	100	58,400
6 Deloitte Digital	\$8,741.0	\$10,317.9	9%	18%	NYC, USA	>30	42,898
7 Dentsu Group Inc.	\$9,887	\$9,532.2	13.1%	-3.7%	Tokyo, JPN	145	69,066
8 Hakuhodo DY Holdings	\$7,525.1	\$7,395.8	15.2%	-1.7%	Tokyo, JPN	>29	27,912
9 IBM IX	\$6,385.3	\$6,809.2	15.2%	6.6%	Armonk, USA	UNK	UNK
10 Cheil Worldwide	\$2,897.8	\$3,305.2	24.2%	11.7%	Seoul, SK	45	6,819
11 Quad	\$2,960.4	\$3,217	UNK	8.7%	Sussex, USA	14	UNK
12 Vivendi's Havas	\$2,770.2	\$2,915.1	13.6%	5.2%	Puteaux, FR	100	21,908
13 Stagwell Inc.	\$2,224.3	\$2,687.8	6.6%	20.8%	NYC, USA	>34	13,200
14 Innocean Worldwide	\$1,306.8	\$1,363	25.9%	4.3%	Seoul, SK	17	3,322
15 Advantage Solutions	\$1,220.4	\$1,340	UNK	9.8%	Irvine, USA	>40	UNK

Agencies listed are of particular note with a global reach, and do not capture the entire roster. Current as of September 14, 2023.

Agency Mania Solutions offers automated, SaaS-based solutions, along with a broad array of consulting services, designed to significantly improve the ability of brand advertisers to effectively manage their valuable agency relationships. The outcome is more creative, cost effective, and consistent agency performances.