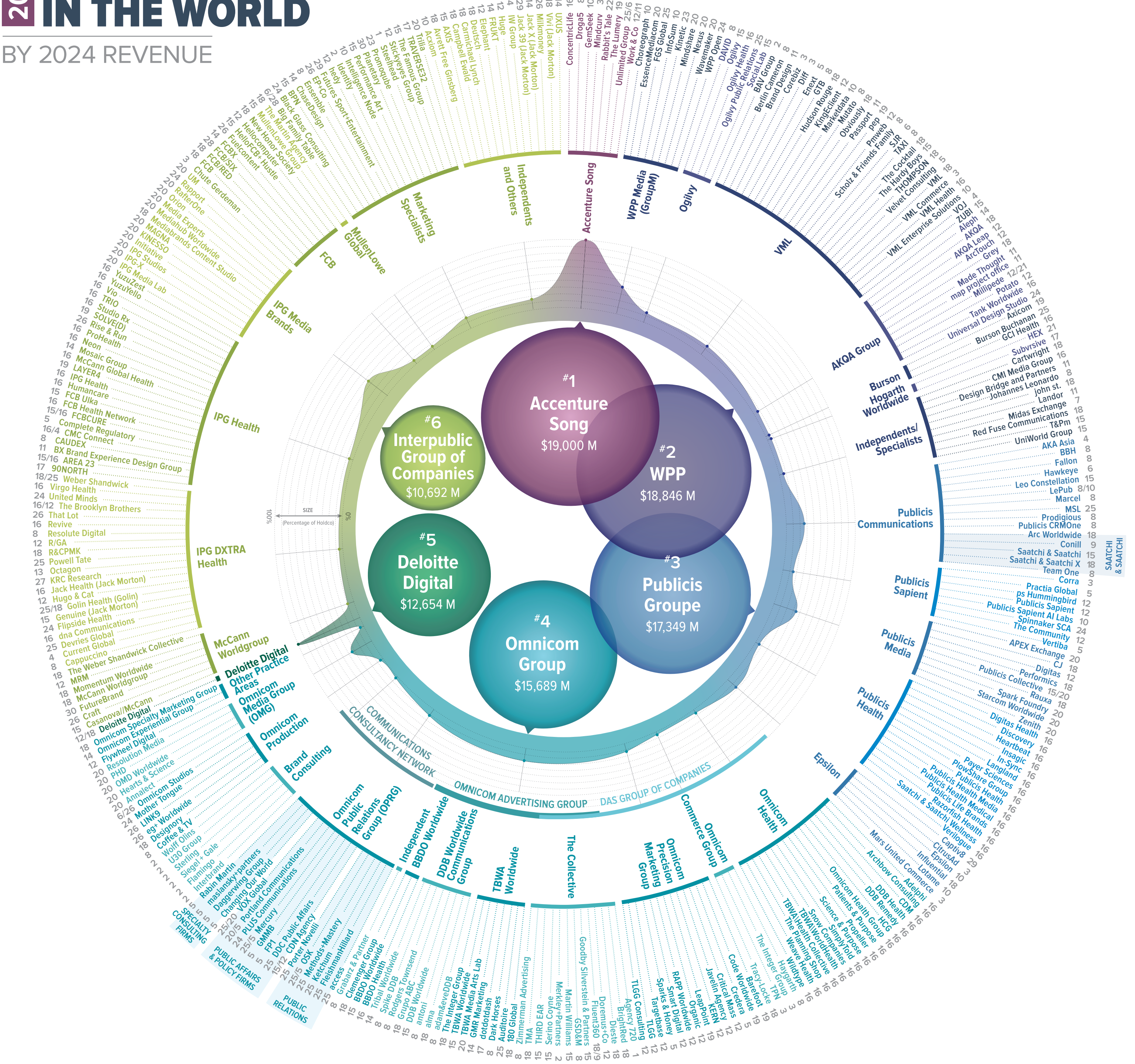


2025 TOP 15 AGENCIES IN THE WORLD

BY 2024 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 2023-2024

- Accenture Song surpassed WPP to become the world's largest agency company in 2025, ending WPP's tenure at the top from 2009 (based on 2008 revenue) through 2024 (based on 2023 revenue).
- Accenture Song, Deloitte Digital and Interpublic generated nearly \$40 billion in 2024 revenue. Accenture Song's No. 1 spot shows the rise of consulting firms in agency rankings, rivaling the scale of top holding companies.
- Currently ranked fourth by 2024 revenue, Omnicom is positioned to become the leading agency company pending its acquisition of sixth-ranked Interpublic in late 2025.
- Munich-based ServicePlan Group made the top 15 list, ranking at No. 15.
- Revenue for the world's 25 biggest agency companies increased 3.6% in 2024 to a record \$153 billion. The top five legacy agency holding companies—WPP, Publicis Groupe, Omnicom, Interpublic and Dentsu Group—accounted for nearly half (\$72 billion) of that revenue (Ad Age).
- Despite revenue growth for top agency companies in 2024, automation, AI, and efficiency mandates drove leaner models. The five largest holding companies cut global staff by 2.2% (Ad Age).

AGENCY

	2023 (Millions)	2024 (Millions)	% Change (yr over yr 2023)	% Change (yr over yr 2024)	Global HQ	Countries #	Employees #
1 Accenture Song	\$18,000	\$19,000	12.5%	5.6%	NYC, USA	120	65,126
2 WPP	\$18,464	\$18,846	3.5%	2.1%	London, UK	>100	107,061
3 Publicis Groupe	\$16,016	\$17,349	7%	8.3%	Paris, FR	110	108,000
4 Omnicom Group	\$14,692.2	\$15,689	2.8%	6.8%	NYC, USA	>70	74,900
5 Deloitte Digital	\$12,013	\$12,654	16.4%	5.3%	NYC, USA	60	173,000
6 Interpublic Group of Cos.	\$10,889	\$10,692	-0.4%	-1.8%	NYC, USA	>100	53,300
7 Dentsu Group	\$9,308	\$9,326	-2.5%	0.2%	Tokyo, JPN	120	67,667
8 BlueFocus Communication Group	\$7,445	\$8,455	36.3%	13.6%	Beijing, CN	UNK	UNK
9 IBM iX	\$7,075	\$7,075	3.9%	1.8%	Armonk, USA	>30	UNK
10 Hakuhodo DY Holdings	\$7,029	\$6,345	-5%	-9.7%	Tokyo, JPN	>30	29,386
11 Cheil Worldwide	\$3,170	\$3,188	-4.1%	0.6%	Seoul, SK	46	7,200
12 Vivendi's Havas	\$3,108	\$3,099	6.6%	-0.3%	Puteaux, FR	>100	23,000
13 TCS Interactive	\$2,806	\$3,048	8%	8.6%	Mumbai, IN	55	UNK
14 Stagwell	\$2,527	\$2,841	-6%	12.4%	NYC, USA	>34	>13,000
15 Service Plan Group	\$2,324	\$2,661	UNK	14.5%	Munich, GER	24	6,500

Agencies listed are of particular note with a global reach, and do not capture the entire roster. Current as of August 30, 2025.

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