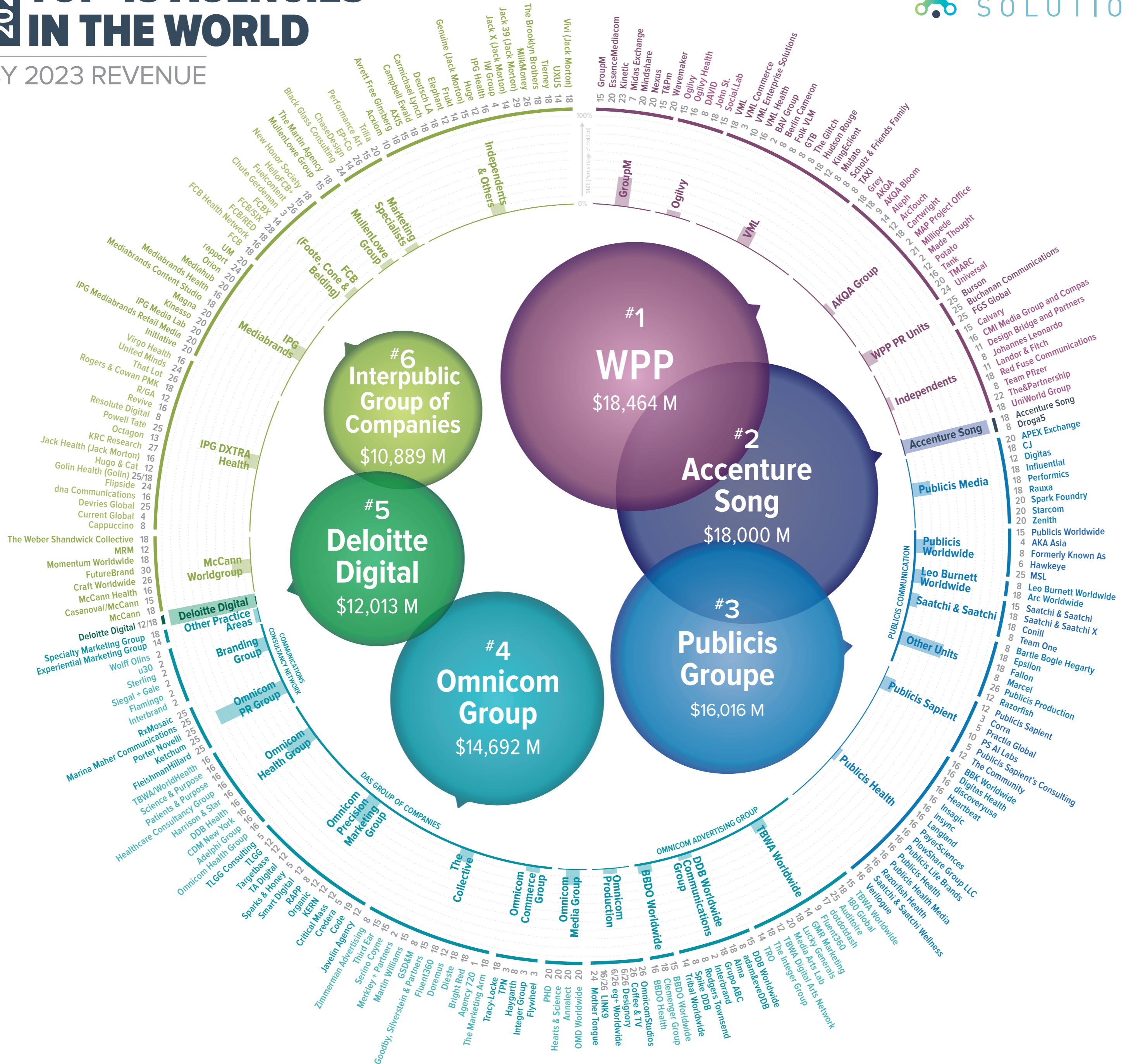


2024 TOP 15 AGENCIES IN THE WORLD

BY 2023 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 2022-2023

- The combined worldwide revenue of the 15 biggest agency companies of 2023 reached approximately \$134,223 million
- Deloitte Digital jumped 1 ranking in 2023 (bumping Interpublic Group of Cos. down in rank), building its digital offerings through internal expansion and the acquisition of Optimal Design Co.
- BlueFocus Communication Group made the top 15 list, landing at spot 8
- Innocean Worldwide saw significant revenue growth in 2023, with its % change year over year up 19%
- Accenture Song saw significant revenue growth in 2023, in part due to acquisitions including Rabbit's Tale and Stagwell's Concentric Life
- Effective in January 2024, WPP merged VML&R and Wunderman Thompson to form VML (Ad Age)
- U.S. agency revenue edged up 0.9% in 2023 based on disclosed organic growth for WPP, Publicis, Omnicom and Interpublic (Ad Age)
- Combined worldwide employment for the five largest legacy agency holding companies at year-end 2023 was 10.8% above the level at year-end 2019, before the COVID-19 pandemic
- TCS Interactive made the top 15 list, landing at spot 13

AGENCY

AGENCY	2022 (Millions)	2023 (Millions)	% Change (yr over yr 2022)	% Change (yr over yr 2023)	Global HQ	Countries #	Employees #
1 WPP	\$17,838.2	\$18,464	1.3%	3.5%	London, UK	>100	114,173
2 Accenture Song	\$16,000	\$18,000	28%	12.5%	NYC, USA	120	UNK
3 Publicis Groupe	\$14,966.6	\$16,016	7.7%	7%	Paris, FR	>100	103,295
4 Omnicom Group	\$14,289.1	\$14,692.2	0%	2.8%	NYC, USA	>70	75,900
5 Deloitte Digital	\$10,317.9	\$12,013	18%	16.4%	NYC, USA	>30	UNK
6 Interpublic Group of Cos.	\$10,927.8	\$10,889	6.7%	-0.4%	NYC, USA	>100	57,400
7 Dentsu Group Inc.	\$9,551	\$9,308	-3.7%	-2.5%	Tokyo, JPN	>145	71,127
8 BlueFocus Communication Group	\$5,464	\$7,445	UNK	36.3%	Beijing, CN	UNK	UNK
9 IBM iX	\$6,809.2	\$7,075	6.6%	3.9%	Armonk, USA	UNK	UNK
10 Hakuhodo DY Holdings	\$7,395.8	\$7,029	-1.7%	-5%	Tokyo, JPN	>30	28,894
11 Cheil Worldwide	\$3,305.2	\$3,170	11.7%	-4.1%	Seoul, SK	44	7,000
12 Vivendi's Havas	\$2,915.1	\$3,108	5.2%	6.6%	Puteaux, FR	>100	23,000
13 TCS Interactive	\$2,597	\$2,806	UNK	8%	Mumbai, IN	UNK	UNK
14 Stagwell	\$2,687.8	\$2,527	20.8%	-6%	NYC, USA	>34	13,000
15 Innocean Worldwide	\$1,363	\$1,681	4.3%	23.3%	Seoul, SK	UNK	3,500

Agencies listed are of particular note with a global reach, and do not capture the entire roster. Current as of August 30, 2024.

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.