



INTEGRATED BRAND COMMUNICATION

Massimiliano La Franca

Let's get to know each other...



Born in Italy, adopted by UK and married to Thai

Actor, musician, marketer and planner

New hubby, new daddy

My over 12 years
marketing experience



Leo Burnett



Some things we've done in Thailand in the past 2 years



TESCO
Lotus





few words about you...?



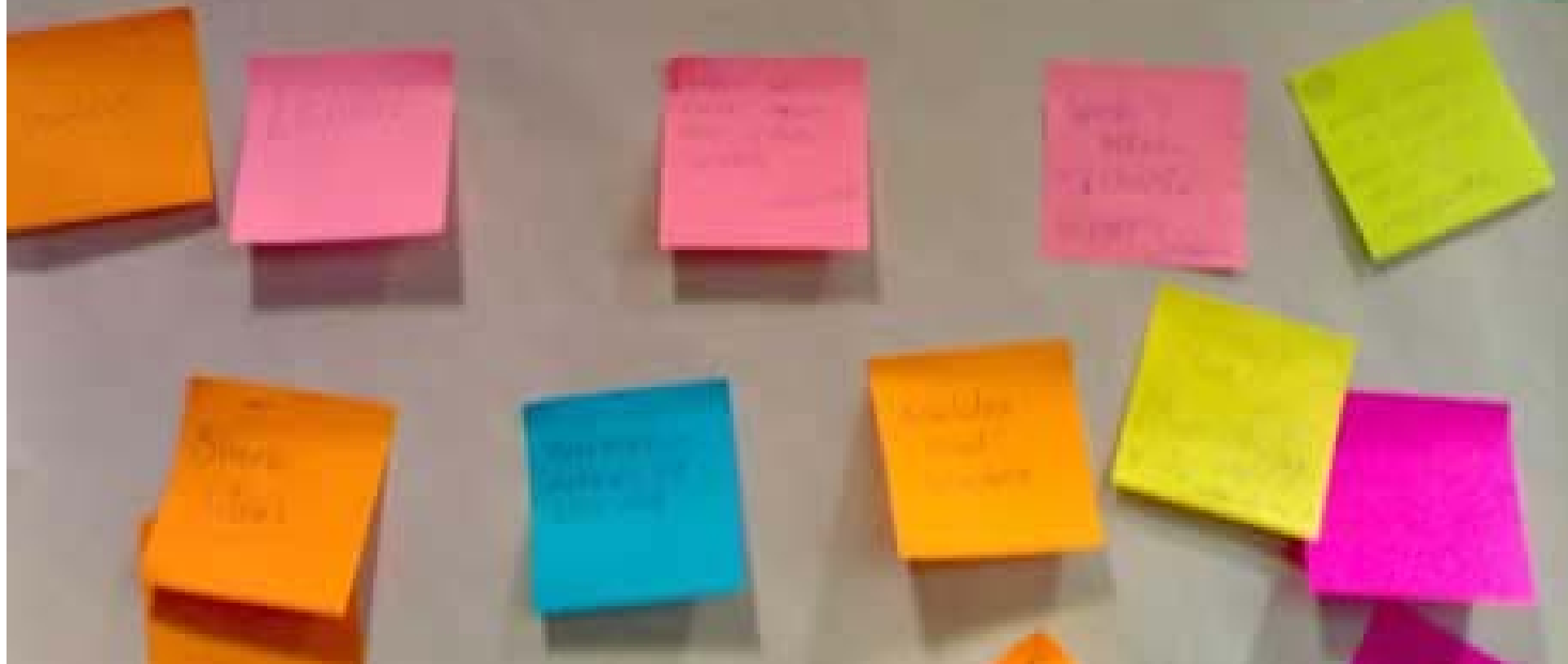
Exercise

- 5 mins to talk to someone you don't know
- tell them your name and one thing why we all should remember you
- Everyone presents the other person with the name and the one thing

Suggestions

- Think something memorable
- Listen

EXPECTATIONS





Few basic rules...

A photograph of a classroom scene from a rear perspective. Several students are seated at desks, with their right hands raised high in the air, indicating active participation. The students are wearing various colored shirts: light blue, dark blue, red, orange, and green. In the background, a large blackboard is filled with faint, illegible white chalk writing. The overall atmosphere is one of an engaged learning environment.

participation

A photograph of a two-lane road at night. The road is dark, and the center is marked with a double yellow line. On either side of the yellow line, there are white arrows pointing in opposite directions, indicating a two-way road. The text "2 ways conversations" is overlaid in the bottom left corner.

2 ways
conversations



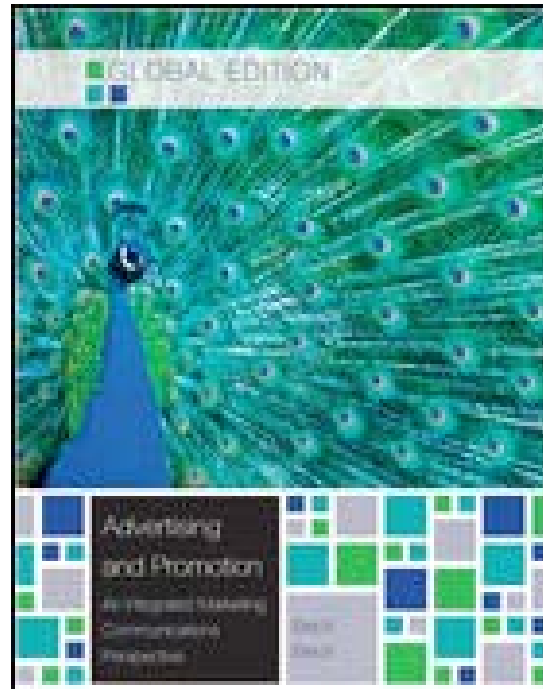
Workshops not
lectures



Our plan

- Frame communication within the big picture
- The phases of communication development
 - Planning and strategic development
 - Communication development - executions
 - Judging and testing communication
- Social media: how it works and why is it important
- Case studies and work on a specific project
- **Exam**

Our reference



Advertising and Promotion: An
Integrated Marketing
Communications Perspective,
Global Edition 9th

G. BELCH – M. BELCH

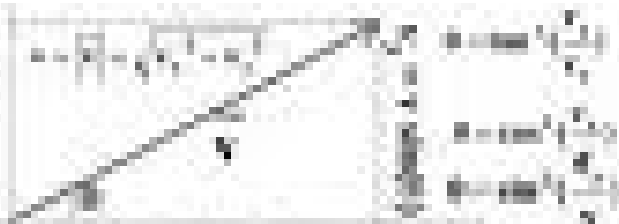
One word on evaluation

- **Participation**: SPEAK UP or I won't know if you're alive!
- **Case study**: let's get our hands dirty...
- **Mid-term and final written evaluation**: I'm not interested in "memory test", I'm interested in smart-asses who want to understand some useful concept and play with them...but it doesn't mean is going to be easy
- Final result will be based **50% Practice** (Participation and Case Study) and **50% on theory** (written exams)



$$\Delta x = x_2 - x_1 \quad \Delta v = v_2 - v_1$$

$$\bar{v} = \frac{\Delta x}{\Delta t} \quad \bar{a} = \frac{\Delta v}{\Delta t}$$



$$v = v_0 + at$$

$$x = x_0 + v_0 t + \frac{1}{2} at^2$$

$$v^2 - v_0^2 = 2a(x - x_0)$$

$$v = \frac{v_0 + v_1}{2}$$

$$\Delta x = \bar{v} \Delta t$$

$$x = x_0 + v_0 t$$

$$v = v_0 + at$$

$$v = v_0 + at$$

$$v = v_0 + at$$

$$v = \frac{\sqrt{T}}{\sqrt{\rho}}$$

$$v = \lambda f$$

$$\omega = \frac{\Delta \theta}{\Delta t} \quad \alpha = \frac{\Delta \omega}{\Delta t}$$

$$\omega = 2\pi f \quad T = \frac{1}{f}$$

$$\omega = \omega_0 + \alpha t$$

$$v = \omega r$$

$$a = \alpha r$$

$$I = \sum m_i r_i^2 \quad \theta = \theta_0 + \omega_0 t + \frac{1}{2} \alpha t^2$$

$$\omega^2 - \omega_0^2 = 2\alpha(\theta - \theta_0)$$

$$L = r p = mvr$$

$$L = I\omega$$

$$\tau = r_1 F = r_2 F_2$$

$$\tau = I\alpha$$

$$\sum F_i = 0 \quad \sum \tau_i = 0$$

$$F_{net} = m a$$



$$\mu N$$

$$a = \frac{v}{R}$$



$$W = F d_1 = F_1 d$$

$$W_{mech} = \Delta(K+E)$$

$$\Delta U = -W_g$$

$$\frac{1}{2} kx^2 \quad \omega = \sqrt{\frac{k}{m}}$$

$$p = m v$$

$$\bar{P}_{mech} = \bar{P}_{power}$$

$$\left(\sum m_j \bar{v}_j \right)_{mech} = \left(\sum m_j \bar{v}_j \right)_{power}$$

$$E = K + U$$

$$E_1 = E_2$$

$$\frac{1}{2} m v^2$$

$$\Delta Q = (\text{quant}) C_{mech} \Delta T$$

$$\Delta Q_{mech} = \Delta W_{mech} + \Delta E$$

$$RT$$

$$C_p = C_v + R$$

$$\frac{1}{2} \log_2(\text{number})$$

$$\Delta S \geq 0$$

$$\Delta Q = I \Delta(\text{quant}) \quad PV = nRT$$

$$c = \frac{\Delta W}{\Delta Q}$$

$$c = 1 - \frac{T_c}{T_h}$$

$$P = \frac{F}{A}$$

$$r = A \cos(\omega t) = (\text{or}) A \cos(\omega t)$$

$$v = -A \omega \sin(\omega t) = (\text{or}) -A \omega \sin(\omega t)$$

$$a = -A \omega^2 \cos(\omega t) = (\text{or}) -A \omega^2 \cos(\omega t)$$

This is not marketing

$$\frac{GM_m}{R_m} = g R_m$$

$$\frac{GMm}{r^2}$$

$$\frac{GMm}{r}$$

$$M_p = 5.97(10)^{24} \text{ Kg}$$

$$R_p = 6.37(10)^6 \text{ m}$$

$$G = 6.67(10)^{-11} \text{ N m}^2/\text{Kg}^2$$

$$M = \rho V \quad P_1 = P_2$$

$$\Delta P = \rho g \Delta h$$

$$B = \rho_{liq} V_{obj} g$$

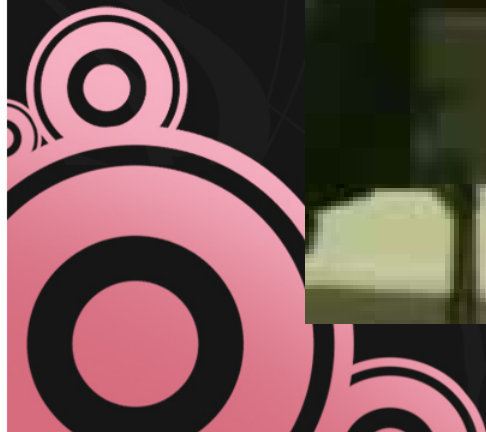
$$A_1 v_1 = A_2 v_2$$

$$P + \frac{1}{2} \rho v^2 = \text{const}$$




It looks
much more
like this...

One last thing before we start...



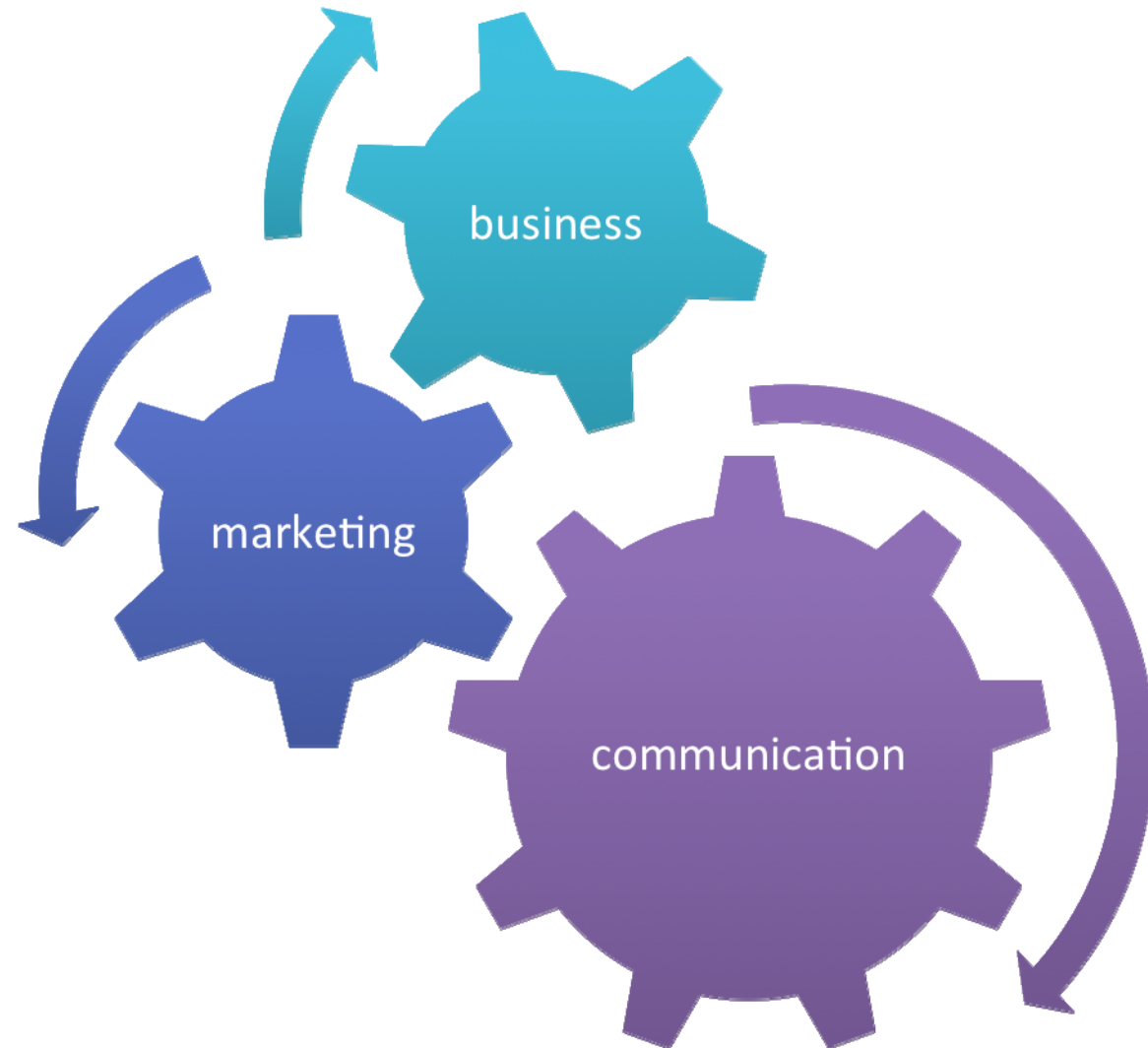
In fact...



The background is a solid black color. On the left side, there are several decorative elements: a pink butterfly in the upper left, a white flower with a black center, a pink butterfly in the middle left, a pink flower in the lower left, and a white flower in the lower left. There are also pink and white swirling lines and patterns. In the bottom right corner, there is a small copyright notice.

**Let's start from the very
big picture...**

The context



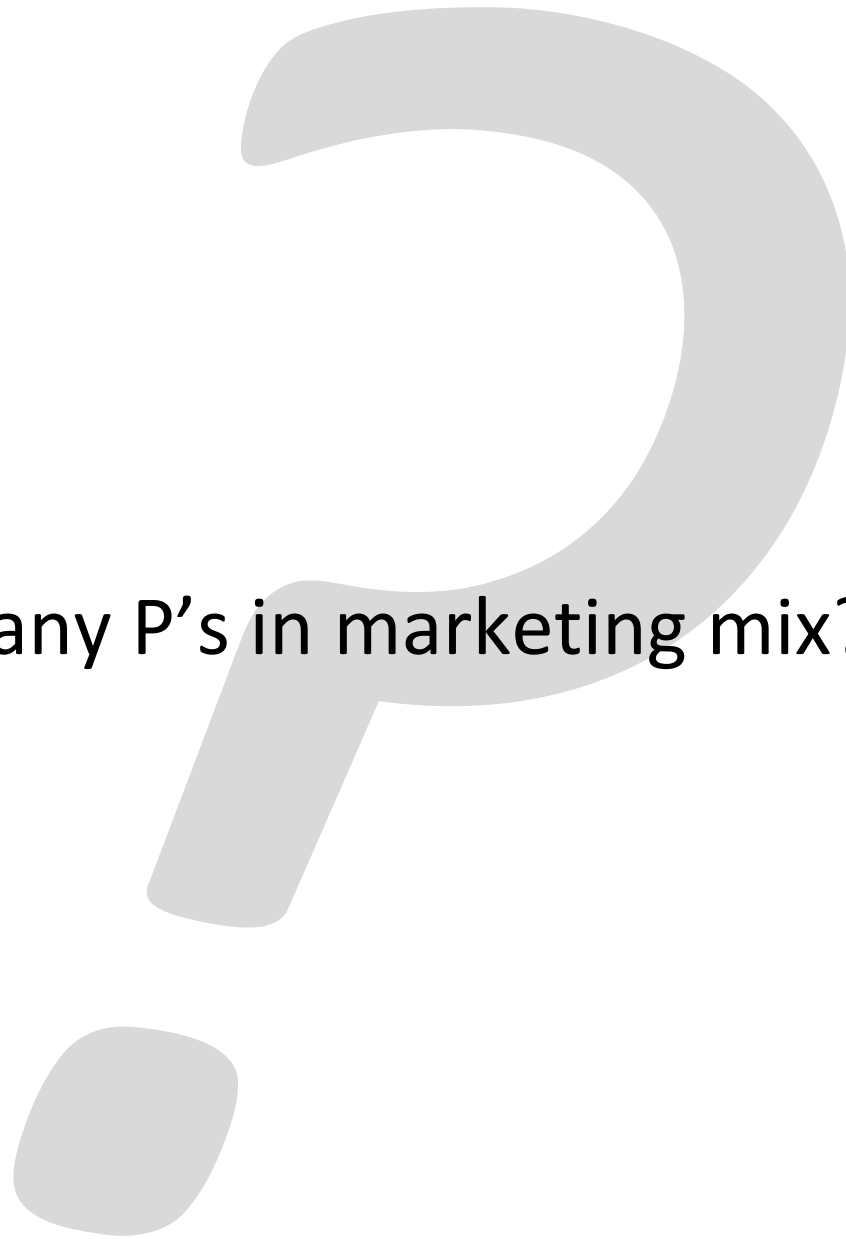


The big picture

- **Business:** the core activities of a company (trade of goods, services or both to consumers)
- **Marketing:** it is an **integrated** process through which companies build strong customer **relationship** and create **value** for their customers and for themselves (Kotler)
- **Communication:** one of the activities of the marketing mix



How many P's in marketing mix?





Promotion

- Is one of the 'unknown' number of P's
- A mean to an end
- A tool that can be used to convince consumers
- A tool that can be used to influence **behaviors**

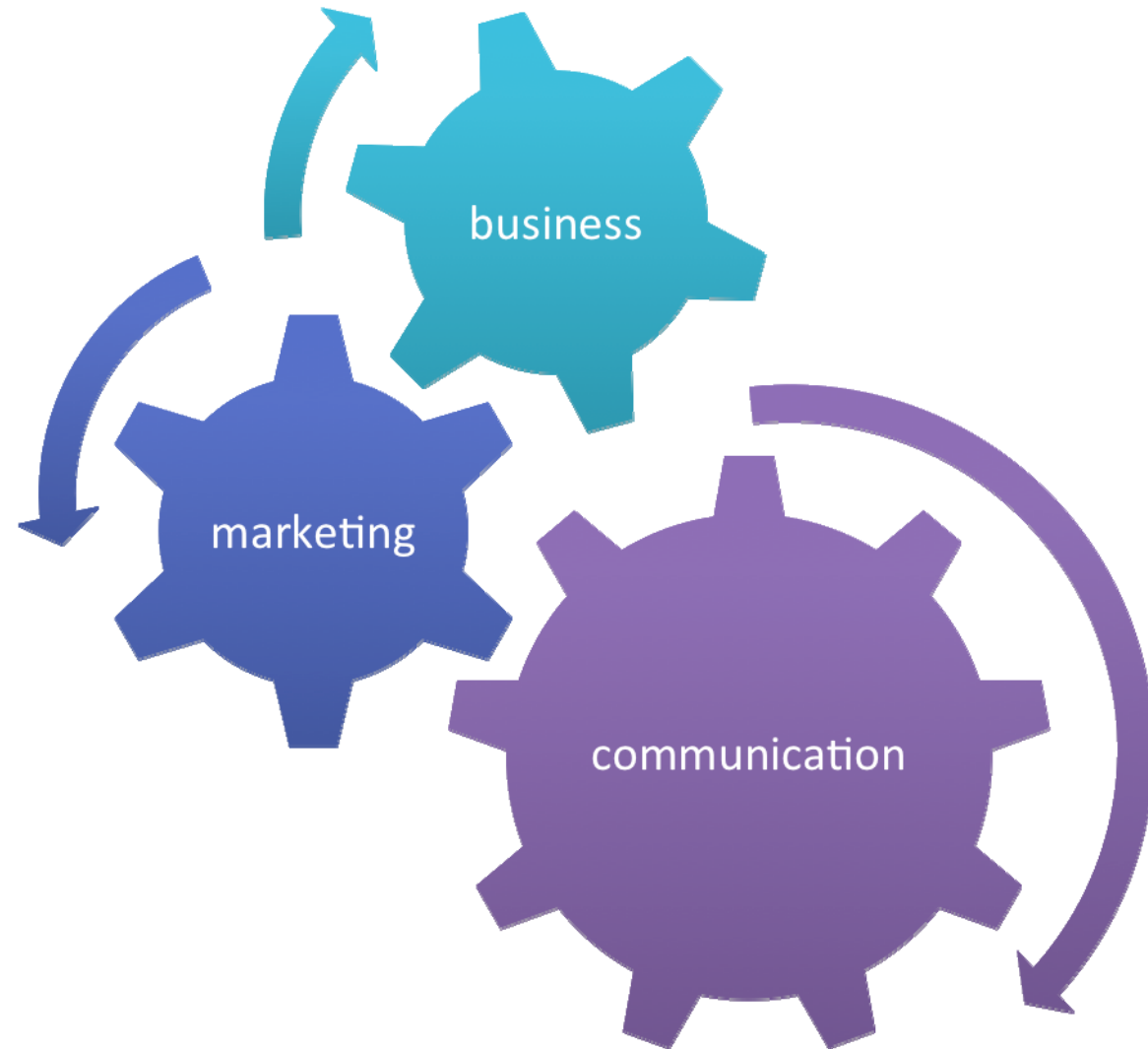


So when we talk...

- **Business:** we talk sales, selling products or services, turnover, profit, margins...
- **Marketing:** we talk activities to launch new products, to increase consumption of existing ones...
- **Communication:** we talk generating awareness of products, convince people to try, change existing behaviors...



The context



Many touch points under “promotion”



CLEAR





This course's focus:
integrated communication

- How it works
- How agencies develop strategies
- How agencies create executions



Integrated Communication: what is it, how does it work and why?

What is it?

- Communication* (kəˌmyʊnɪˈkʌʃən): the activity of conveying information
- When it comes to brand communication it is the act through which a brand shares info about itself or its products/services with the intention of influencing the behaviors of specific target groups (from stakeholders to shoppers)
- In this course we will mainly talk about shoppers behaviors and how to influence them through integrated brand communication

* from the Latin word "communis" - to share





*Half the money I
spend on advertising
is wasted; the trouble
is I don't know which
half.*

John Wanamaker (July 11, 1838 – December 12, 1922) was a United States merchant, religious leader, civic and political figure, considered by some to be the father of modern advertising and a "pioneer in marketing."



Integrated communication?



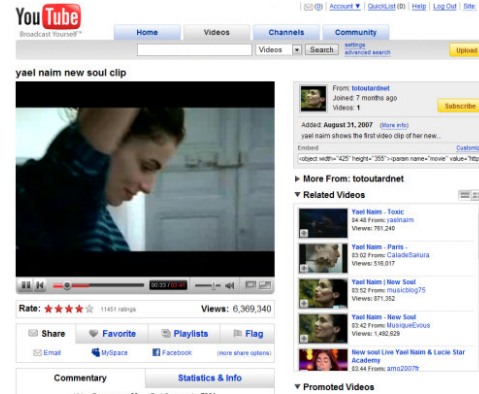
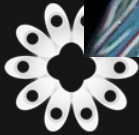
Integration of the brand communication channels in order to provide a more impactful, consistent and compelling message about the brand or its products



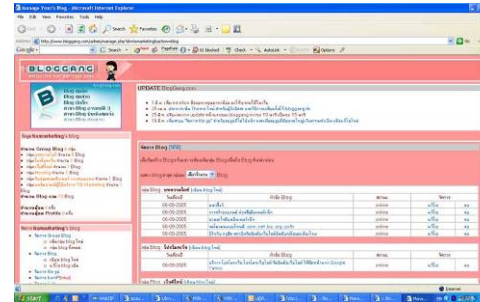
Why?



The world is changing... *fast.*



You Tube
Broadcast Yourself



very...fast.



So, do you think this is distant future?

How did you buy your mobile?

Online opinions

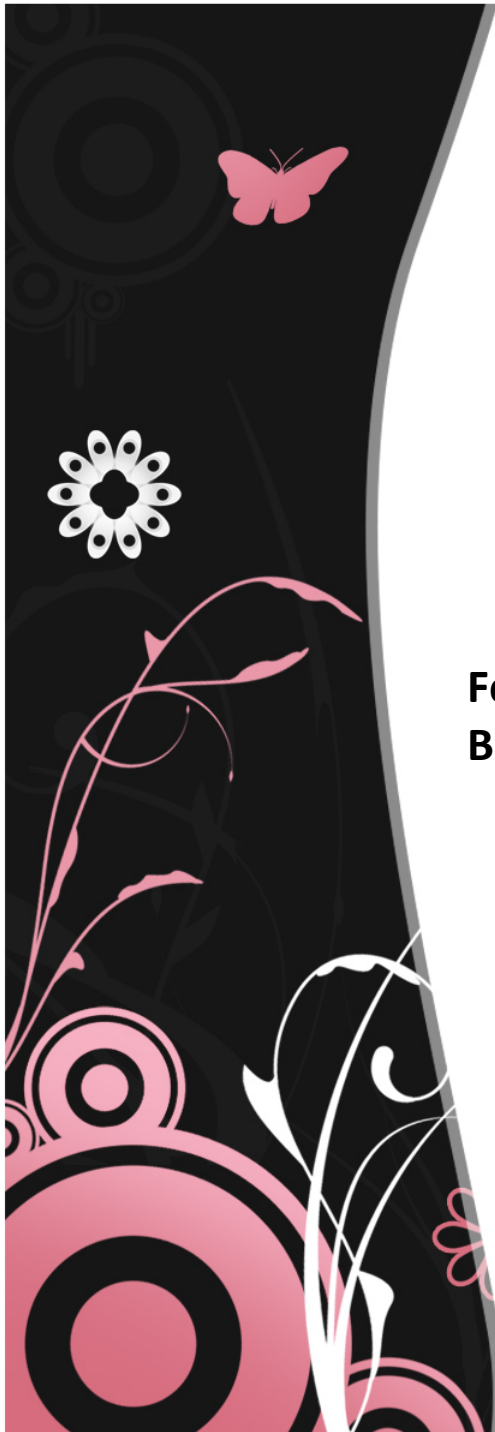
Social networking

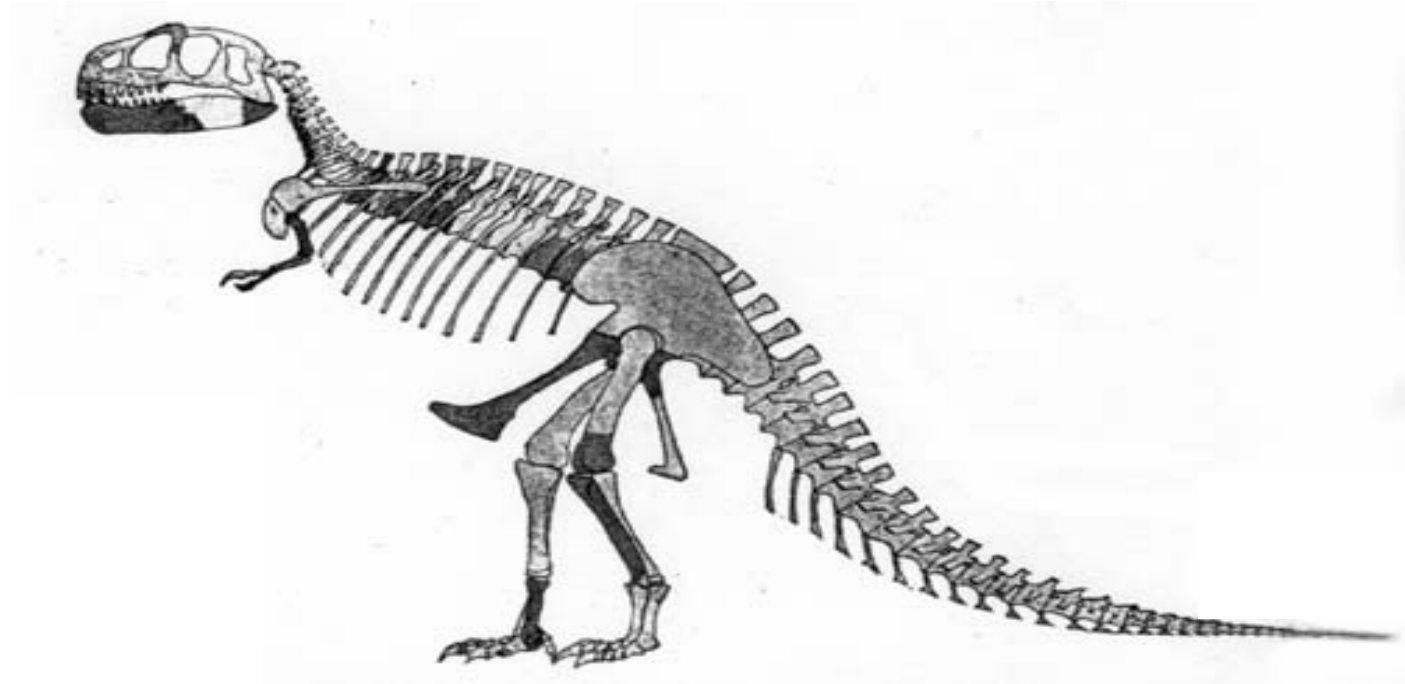
**Feedback and
Bloggers**

Word of mouth

Brand experiences

Branded conversations






Brands need to change today or
face the consequence of being extinct.



Brands who will succeed are those
who create **believers**, not
consumers

Like a rock-band... not people who
buy a record, but **fans** who live and
breathe the band, do what the band
does, behave as the band
ambassador...



To be able to do this
brands need to establish
'conversations' with people
in all relevant channels...

...different from
bombarding target
consumers with
commercials





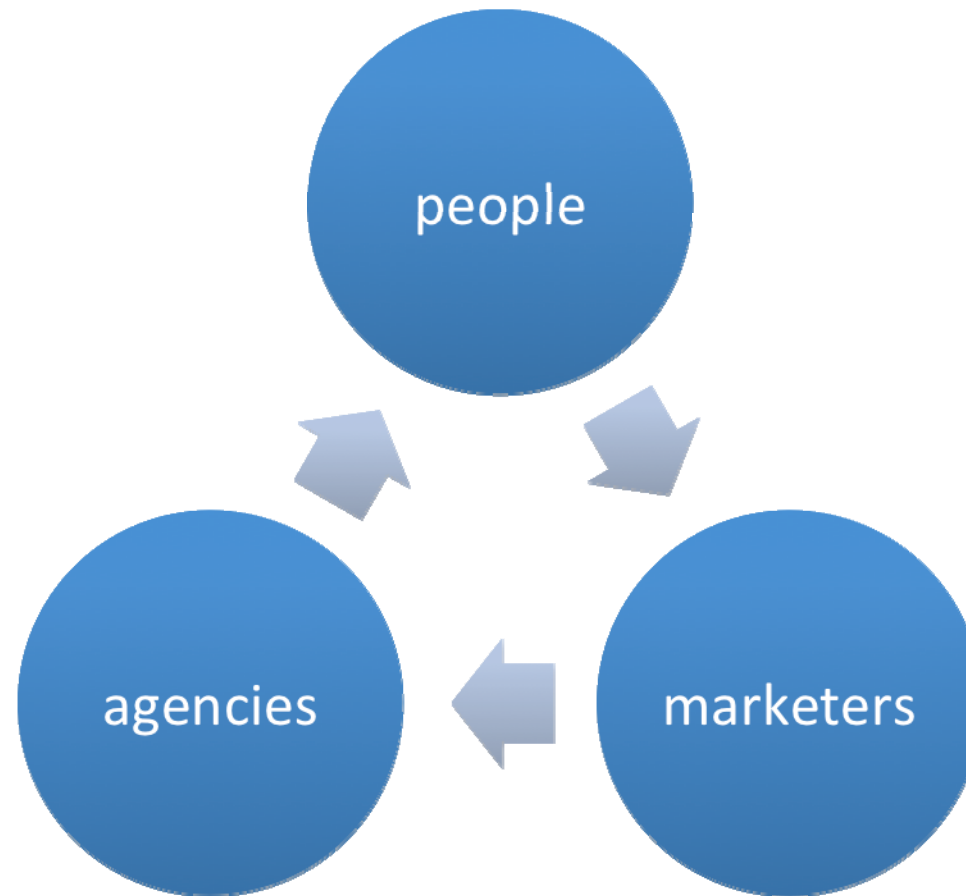
Advertiser vs. consumer

Summary

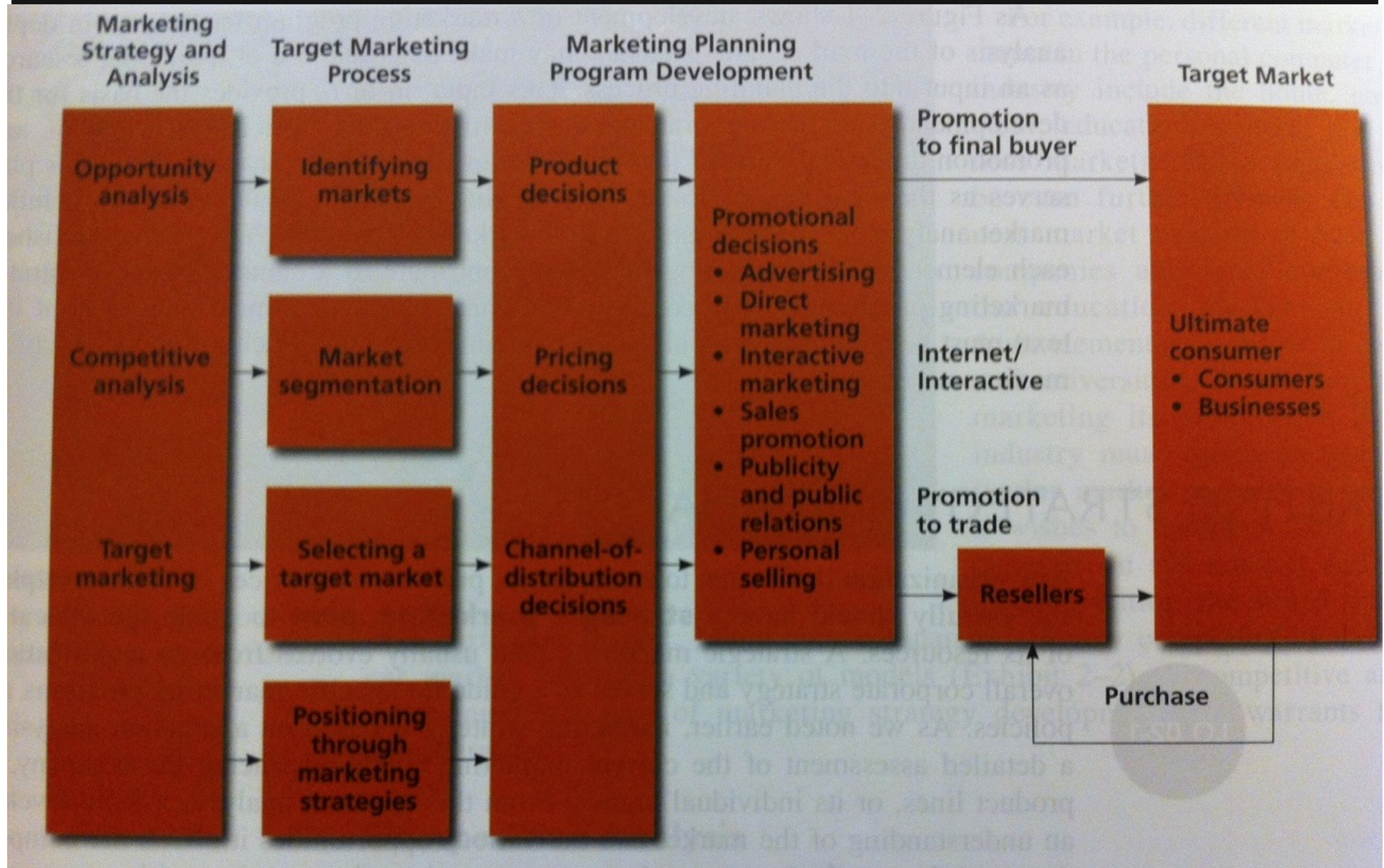
- 2 ways conversations
- Multi-channels
- Listen...

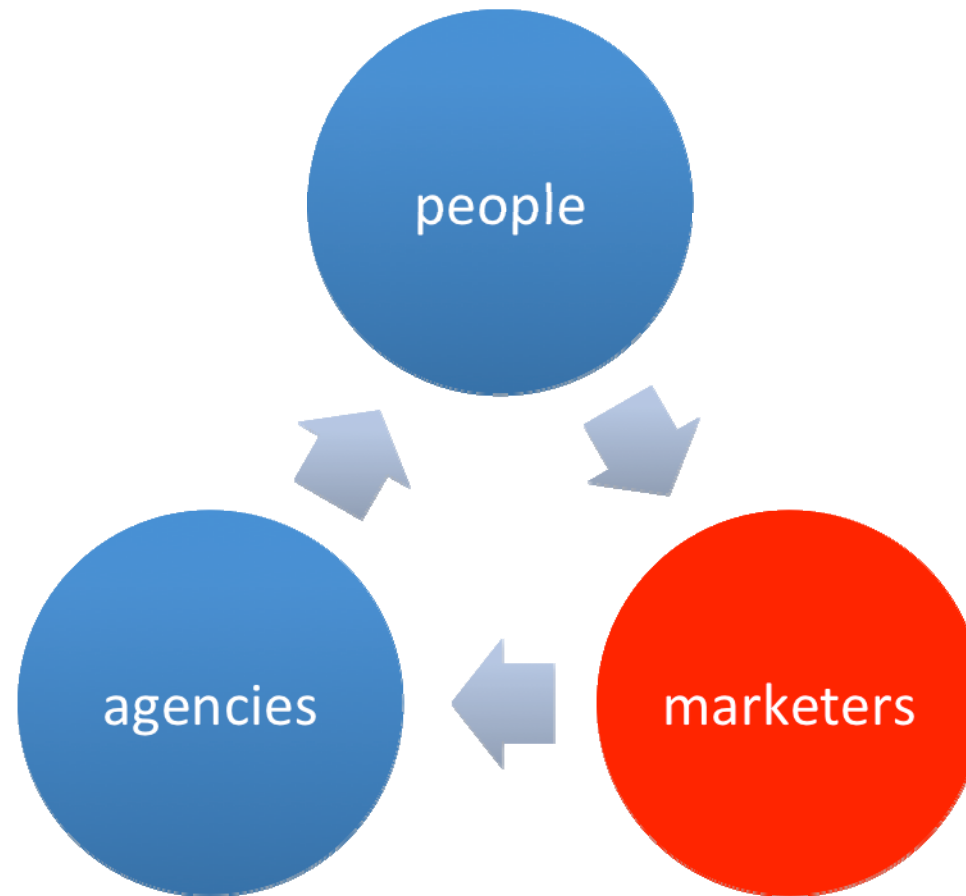
The background is a solid black color. On the left side, there are several decorative elements: a pink butterfly in the upper left, a white flower with a black center, a pink butterfly in the middle left, a white vine with leaves and buds, a pink flower, and a large pink circular pattern with concentric circles. In the bottom right corner, there is a faint, intricate pattern of leaves and circles.

**Stakeholders: who plays
in this game**

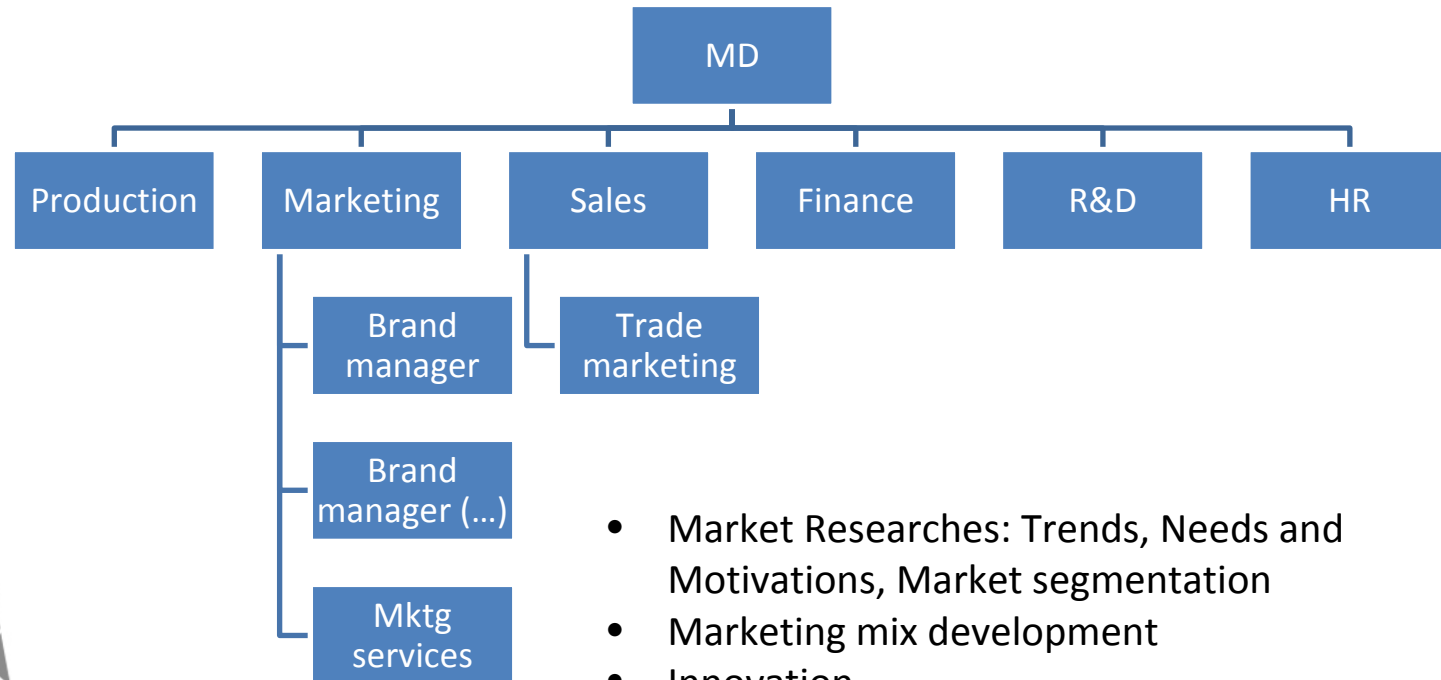


The process

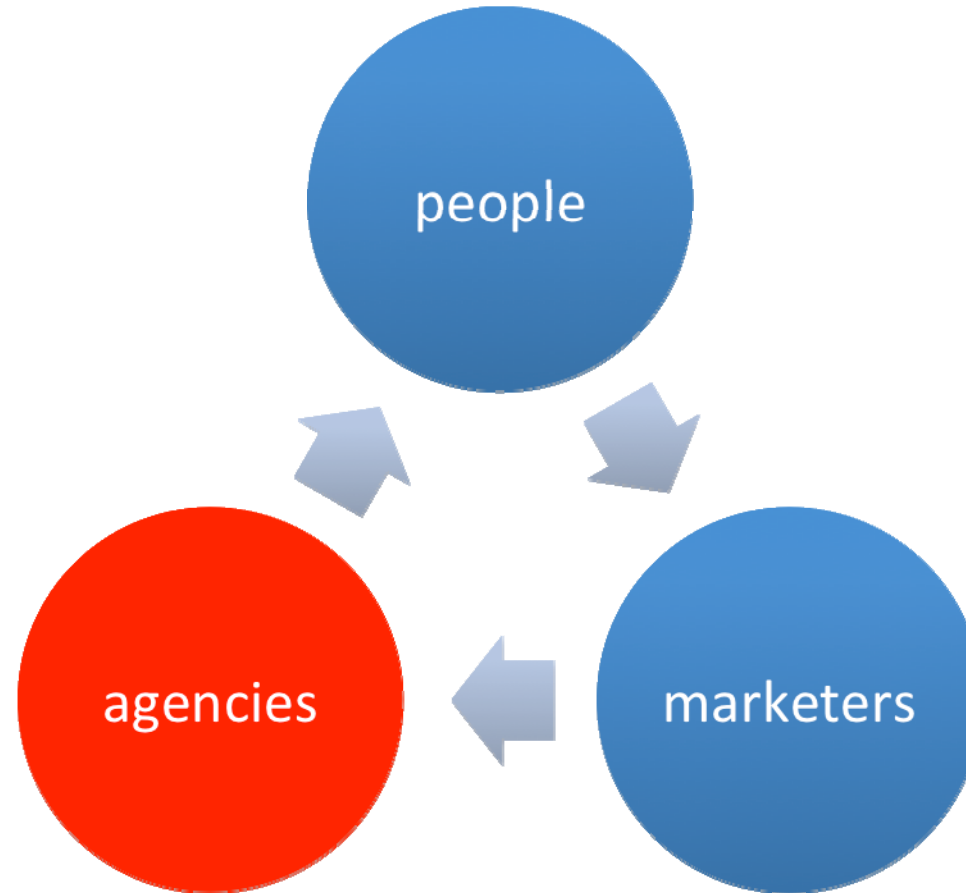




The client's side



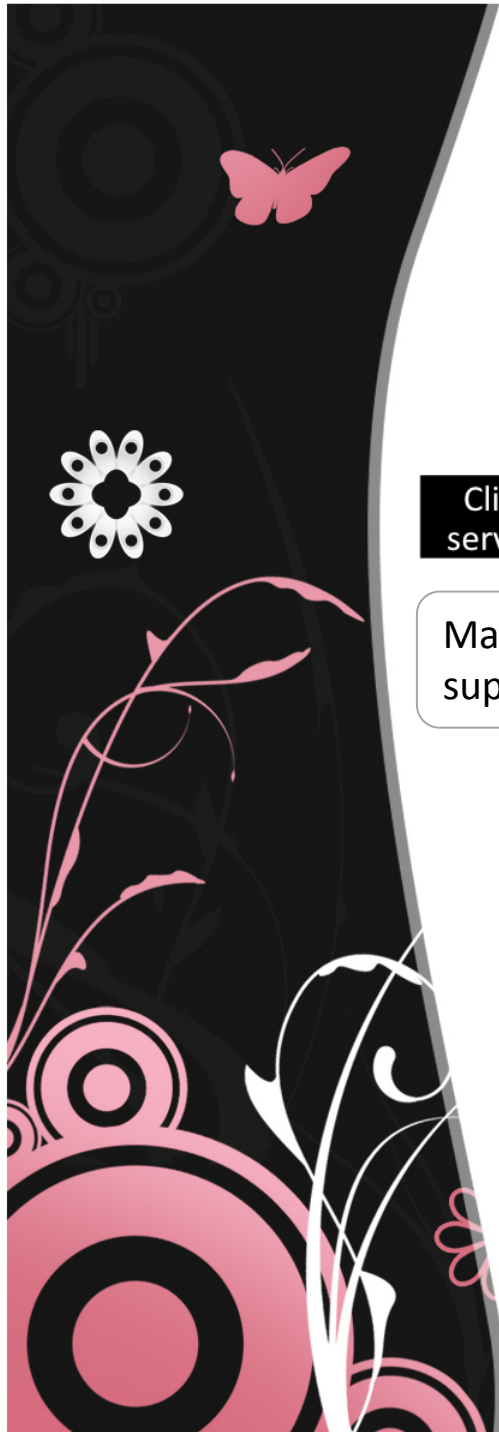
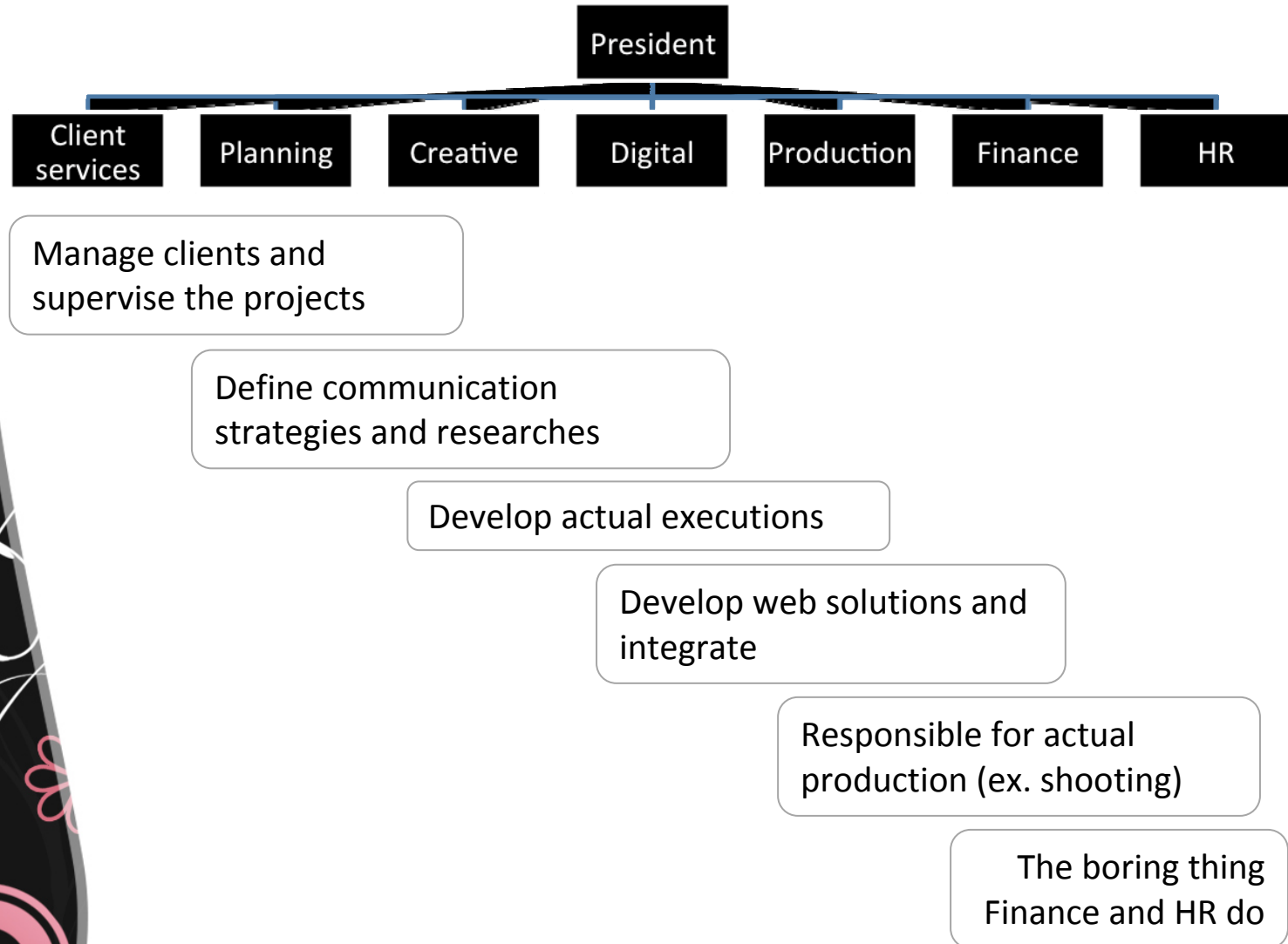
- Market Researches: Trends, Needs and Motivations, Market segmentation
- Marketing mix development
- Innovation
- Communication
- Pricing strategies
- Positioning
- Pack design
- Agency management
- Support to sales



Deliver specific services according to the nature of the agency:

- Researches
- Advertising
- Media planning and buying
- Web solutions
- PR and influence plans
- Packaging design

The ad agency side



Different type of advertising agencies

- Big **multinational** groups (WPP, IPG, Omnicom, Publicis); full set of departments, highly integrated usually handling global accounts
- **Local** strong players (in Thailand: Matchbox, Prakit, Bangkokshocase) born as spin-offs from bigger agencies or from local talents. Mid-small sizes focused on core services
- “**Creative boutiques**” focused only in creative development. Known for out of the box thinking mainly work on ad hoc projects

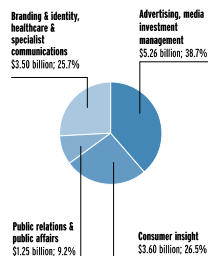


WPP **\$13.60B**
NO. 1 WORLDWIDE REVENUE

U.S. REVENUE: \$4.44 BILLION
WORLDWIDE EMPLOYEES: 98,759

HEADQUARTERS: DUBLIN
MARKET CAP: \$13.7 BILLION

WORLDWIDE REVENUE BY DISCIPLINE



GLOBAL NETWORKS

YOUNG & RUBICAM BRANDS \$2.65 BILLION

Y&R NETWORK LEAD AGENCY	\$932 MILLION
Sudler & Hennessey HEALTHCARE AGENCY	\$126 MILLION
Landor Associates BRANDING CONSULTANCY	\$121 MILLION
Cohn & Wolfe PR AGENCY	\$117 MILLION
VML DIGITAL AGENCY	\$91 MILLION
Bravo Group HISPANIC AD AGENCY	\$29 MILLION
Kang & Lee Advertising ASIAN-AMERICAN AD AGENCY	\$16 MILLION
SicolaMartin AD AGENCY	\$7 MILLION
Robinson Lerer & Montgomery PR AGENCY	NA
WUNDERMAN MARKETING SERVICES AGENCY AND NETWORK	\$828 MILLION
Blast Radius VANUOVER-BASED DIGITAL AGENCY, IN WUNDERMAN NETWORK	\$55 MILLION
Zaaz DIGITAL AGENCY, IN WUNDERMAN NETWORK	\$25 MILLION
RTC Relationship Marketing DIRECT MARKETING AGENCY, IN WUNDERMAN NETWORK	\$25 MILLION
Designmitten DIGITAL AGENCY, IN WUNDERMAN NETWORK	\$11 MILLION
BURSON-MARSTELLER PR AGENCY AND NETWORK	\$385 MILLION
Proof AD AGENCY, PART OF BURSON-MARSTELLER NETWORK	\$12 MILLION
OGILVY & MATHER	\$1.75 BILLION
OgilvyOne Worldwide MARKETING SERVICES AGENCY	\$683 MILLION
Ogilvy & Mather Advertising NETWORK LEAD AGENCY	\$585 MILLION
Bates 141 HONG KONG-BASED MARKETING COMMS, NETWORK	\$126 MILLION
Ogilvy Public Relations Worldwide	\$122 MILLION
Neo@Ogilvy DIGITAL MEDIA AGENCY	\$103 MILLION
Ogilvy Healthworld HEALTHCARE AGENCY	\$90 MILLION

GREY GROUP \$912 MILLION

Grey NETWORK LEAD AGENCY	\$505 MILLION
G2 MARKETING SERVICES AGENCY	\$280 MILLION
GHG HEALTHCARE AGENCY	\$110 MILLION
Batey SINGAPORE-BASED AGENCY NETWORK	\$8 MILLION
Wing HISPANIC AD AGENCY	\$8 MILLION
UNITED GROUP	\$86 MILLION
Berlin Cameron United AD AGENCY	\$15 MILLION
Cole & Weber United AD AGENCY	\$11 MILLION

OTHER AGENCIES

Hill & Knowlton PR AGENCY	\$330 MILLION
CommonHealth HEALTHCARE AGENCY	\$156 MILLION
Tapsa MADRID-BASED AD AGENCY	\$30 MILLION
Brand Union AD AGENCY	\$13 MILLION
WPP DIGITAL	\$221 MILLION
24/7 Real Media VIDEO AD NETWORK	\$110 MILLION
Bridge Worldwide DIGITAL AGENCY	\$49 MILLION
Schematic DIGITAL AGENCY	\$40 MILLION
Blue Interactive Marketing PR AGENCY	\$11 MILLION
HealthWallace U.S.-BASED WEB DESIGN FIRM, WPP OWNS 75%	\$8 MILLION
Quasar Media INDIA-BASED DIGITAL AGENCY, WPP OWNS 75%	\$4 MILLION

MEDIA AGENCIES

GROUP M	\$2.06 BILLION
Mindshare Worldwide MEDIA AGENCY	\$713 MILLION
MEC MEDIA AGENCY	\$595 MILLION
MediaCom MEDIA AGENCY	\$570 MILLION
Group M Search SEARCH MARKETING AGENCY	\$90 MILLION
Maxus MEDIA AGENCY	\$90 MILLION
Kinetic OUT-OF-HOME MEDIA AGENCY	NA

WPP INVESTMENTS

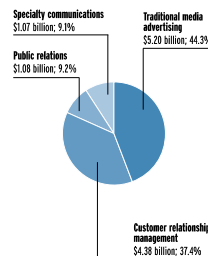
Asatsu-DK TOKYO-BASED AD AGENCY, WPP OWNS 24%	\$451 MILLION
BPG Group (Bates PanGulf) DUBAI-BASED AGENCY NETWORK, WPP OWNS 40%	\$50 MILLION
Brierley & Partners CMB AGENCY, WPP OWNS 20%	\$24 MILLION
Chime Communications HEALTHCARE AGENCY	\$193 MILLION

OMNICOM GROUP **\$11.72B**
NO. 2 WORLDWIDE REVENUE

U.S. REVENUE: \$6.18 BILLION
WORLDWIDE EMPLOYEES: 63,000

HEADQUARTERS: NEW YORK
MARKET CAP: \$12.5 BILLION

WORLDWIDE REVENUE BY DISCIPLINE



GLOBAL NETWORKS

DDB WORLDWIDE COMMUNICATIONS GROUP \$2.22 BILLION

DDB Worldwide NETWORK LEAD AGENCY	\$1.11 BILLION
Interbrand BRANDING CONSULTANCY	\$195 MILLION
Tribal DDB DIGITAL AGENCY	\$188 MILLION
TracyLocke PROMOTION AGENCY	\$104 MILLION
Alma DDB HISPANIC AD AGENCY, OMNICOM OWNS 74%	\$17 MILLION
Rodgers Townsend AD AGENCY	\$13 MILLION
Roberts & Langer DDB AD AGENCY	\$8 MILLION
Spike DDB AFRICAN-AMERICAN AD AGENCY, OMNICOM OWNS 49%	\$3 MILLION
RAPP MARKETING SERVICES AGENCY AND NETWORK	\$588 MILLION
Kern Organization MARKETING SERVICES AGENCY, PART OF RAPP NETWORK	\$18 MILLION

BDO WORLDWIDE \$1.67 BILLION

BDO Worldwide NETWORK LEAD AGENCY	\$1.14 BILLION
Proximity Worldwide DIGITAL AGENCY	\$395 MILLION
Organic DIGITAL AGENCY	\$136 MILLION

TBWA WORLDWIDE \$1.52 BILLION

TBWA Worldwide NETWORK LEAD AGENCY	\$1.02 BILLION
Zimmerman Advertising AD AGENCY	\$134 MILLION
Integer Group PROMOTION AGENCY	\$127 MILLION
Tequila MARKETING SERVICES AGENCY	\$110 MILLION
TBWA/WorldHealth HEALTHCARE AGENCY	\$70 MILLION
Agency.com DIGITAL AGENCY	\$47 MILLION

OTHER AGENCIES

180 Amsterdam/180 LA AD AGENCY, OMNICOM OWNS 37%	\$40 MILLION
Agency Rx	\$24 MILLION

OTHER AGENCIES

Cline Davis & Mann HEALTHCARE AGENCY	\$147 MILLION
Corbett Accel Healthcare Group HEALTHCARE AGENCY	\$61 MILLION
Critical Mass DIGITAL AGENCY, OMNICOM OWNS 54%	\$75 MILLION
Dieste HISPANIC AD AGENCY	\$39 MILLION
Direct Partners DIRECT MARKETING AGENCY	\$17 MILLION
Doremus BUSINESS AGENCY	\$39 MILLION
Element 79 AD AGENCY	\$24 MILLION
Footsteps MULTICULTURAL AD AGENCY, OMNICOM OWNS 49%	\$8 MILLION
GMR Marketing EVENT MARKETING AGENCY	\$78 MILLION
Goodby, Silverstein & Partners AD AGENCY	\$105 MILLION
Grizzard Communications Group DIRECT MARKETING AGENCY	\$32 MILLION
CS&M Idea City AD AGENCY	\$65 MILLION
Harrison & Star HEALTHCARE AGENCY	\$55 MILLION
Javelin DIRECT MARKETING AGENCY	\$46 MILLION
LatinWorks HISPANIC AD AGENCY, OMNICOM OWNS 49%	\$20 MILLION
LyonHeart HEALTHCARE AGENCY	\$30 MILLION
Marketing Arm MARKETING SERVICES AGENCY	\$102 MILLION
Martin Williams Advertising AD AGENCY	\$37 MILLION
Merkley & Partners AD AGENCY	\$43 MILLION
Russ Reid Co. DIRECT MARKETING AGENCY	\$26 MILLION
Siegl & Gale BRANDING CONSULTANCY	\$37 MILLION
Targetbase MARKETING SERVICES AGENCY	\$82 MILLION
Unit 7 DIRECT MARKETING AGENCY	\$22 MILLION

MEDIA AGENCIES

OMNICOM MEDIA GROUP	\$1.33 BILLION
OMB Worldwide MEDIA AGENCY	\$730 MILLION
PHD MEDIA AGENCY	\$138 MILLION
Resolution Media SEARCH MARKETING AGENCY	\$14 MILLION
Novus Print Media Network MEDIA AGENCY	NA

PUBLIC RELATIONS

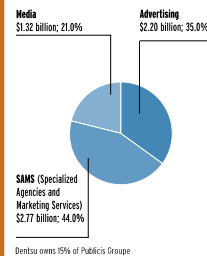
FLEISHMAN-HILLARD	\$405 MILLION
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PUBLICIS GROUPE **\$6.29B**
NO. 3 WORLDWIDE REVENUE

U.S. REVENUE ESTIMATE: \$2.72 BILLION
WORLDWIDE EMPLOYEES: 45,402

HEADQUARTERS: PARIS
MARKET CAP: \$8.7 BILLION

WORLDWIDE REVENUE BY DISCIPLINE



GLOBAL NETWORKS

PUBLICIS \$1.06 BILLION

Publicis NETWORK LEAD AGENCY	\$875 MILLION
Publicis Modem & Dialog MARKETING SERVICES AGENCY	\$170 MILLION
Publicis & Hal Riney AD AGENCY	\$17 MILLION
LEO BURNETT WORLDWIDE	\$1.10 BILLION
Leo Burnett Worldwide NETWORK LEAD AGENCY	\$777 MILLION
Arc Worldwide MARKETING SERVICES AGENCY	\$247 MILLION
Beacon Communications MARKETING SERVICES AGENCY	\$61 MILLION
Lapiz Hispanic Marketing HISPANIC AD AGENCY	\$6 MILLION
Vigilante MULTICULTURAL AD AGENCY	\$4 MILLION

HEALTHCARE AGENCIES

PUBLICIS HEALTHCARE COMMUNICATIONS GROUP	\$452 MILLION
Medicus Lifebrands/ Publicis Lifebrands PART OF PUBLICIS HEALTHCARE	\$111 MILLION
Saatchi & Saatchi Healthcare Advertising PART OF PUBLICIS HEALTHCARE	\$47 MILLION
Saatchi & Saatchi Wellness PART OF PUBLICIS HEALTHCARE	\$27 MILLION
Williams Labadie PART OF PUBLICIS HEALTHCARE	\$15 MILLION
Saatchi & Saatchi Healthcare Innovations PART OF PUBLICIS HEALTHCARE	\$11 MILLION
SAATCHI & SAATCHI	\$759 MILLION
Saatchi & Saatchi NETWORK LEAD AGENCY	\$650 MILLION
Team One AD AGENCY	\$50 MILLION
Saatchi & Saatchi X PROMOTION AGENCY	\$41 MILLION
Conill HISPANIC AD AGENCY	\$18 MILLION

OTHER AGENCIES

Bartle Bogle Hegarty LONDON-BASED AD AGENCY, PUBLICIS OWNS 49%	\$155 MILLION
Fallon Worldwide AD AGENCY	\$68 MILLION
Kaplan Thaler Group AD AGENCY	\$65 MILLION
Burrell Communications Group AFRICAN-AMERICAN AD AGENCY, PUBLICIS OWNS 49%	\$22 MILLION
Bromley Communications HISPANIC AD AGENCY, PUBLICIS OWNS 49%	\$16 MILLION
Amazon Advertising AD AGENCY, PUBLICIS OWNS 35%	\$4 MILLION

MEDIA & DIGITAL AGENCIES: VIVAKI

STARCOM MEDIAVEST GROUP \$809 MILLION

Starcom MediaVest Group MEDIA AGENCY	\$749 MILLION
SMG PERFORMANCE MARKETING MARKETING SERVICES AGENCY GROUP	\$31 MILLION
SMG Search SEARCH MARKETING, PART OF PERFORMANCE MARKETING	\$14 MILLION
Spark Communications MEDIA AGENCY	\$13 MILLION
Tapestry STARCOM'S MULTICULTURAL MEDIA AGENCY	\$11 MILLION
MV4Z HOLLYWOOD'S MULTICULTURAL MEDIA AGENCY	\$6 MILLION
DIGITAS	\$550 MILLION
Digitas DIGITAL AGENCY	\$443 MILLION
Digitas Health DIGITAL HEALTHCARE AGENCY	\$107 MILLION
OTHER VIVAKI	NA
Razorfish DIGITAL AGENCY	\$409 MILLION
Medias & Regies Europe OUT-OF-HOME ADVERTISING	\$84 MILLION
Denuo CONSULTANCY, PART OF VIVAKI	\$6 MILLION
Phonelvalley MOBILE-MARKETING AGENCY	NA

HEALTHCARE AGENCIES

PUBLICIS HEALTHCARE COMMUNICATIONS GROUP	\$452 MILLION
Medicus Lifebrands/ Publicis Lifebrands PART OF PUBLICIS HEALTHCARE	\$111 MILLION
Saatchi & Saatchi Healthcare Advertising PART OF PUBLICIS HEALTHCARE	\$47 MILLION
Saatchi & Saatchi Wellness PART OF PUBLICIS HEALTHCARE	\$27 MILLION
Williams Labadie PART OF PUBLICIS HEALTHCARE	\$15 MILLION
Saatchi & Saatchi Healthcare Innovations PART OF PUBLICIS HEALTHCARE	\$11 MILLION

PUBLIC RELATIONS & EVENTS

MS&L GROUP	\$488 MILLION
MS&L PR AGENCY	\$237 MILLION
Kest & Co. PR AGENCY	\$39 MILLION
Relay EVENT MARKETING AGENCY	\$16 MILLION

PERCENT OF 2009 WORLDWIDE REVENUE BY REGION

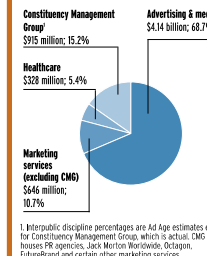
	WPP	OMNICOM GROUP	PUBLICIS GROUPE	INTERPUBLIC GROUP OF COS.
U.S.	34.7%	52.7%	43.3%	55.9%

INTERPUBLIC GROUP OF COS. **\$6.03B**
NO. 4 WORLDWIDE REVENUE

U.S. REVENUE: \$3.37 BILLION
WORLDWIDE EMPLOYEES: 40,000

HEADQUARTERS: NEW YORK
MARKET CAP: \$4.4 BILLION

WORLDWIDE REVENUE BY DISCIPLINE



GLOBAL NETWORKS

MCCANN WORLDGROUP \$2.67 BILLION

McCann Erickson Worldwide NETWORK LEAD AGENCY	\$1.42 BILLION
Weber Shandwick PR AGENCY, ALIGNED WITH MCCANN WORLDGROUP	\$360 MILLION
MRM Worldwide DIGITAL AND DIRECT MARKETING AGENCY	\$260 MILLION
Momentum Worldwide MARKETING SERVICES AGENCY	\$175 MILLION
McCann Healthcare Worldwide HEALTHCARE AGENCY	\$138 MILLION
Martin Agency AD AGENCY	\$112 MILLION
FutureBrand BRANDING CONSULTANCY, ALIGNED WITH MCCANN WORLDGROUP	\$56 MILLION
Campbell Mithun AD AGENCY	\$53 MILLION
TM Advertising AD AGENCY	\$34 MILLION
Avrett Free Ginsberg AD AGENCY	\$19 MILLION
Fitzgerald & Co. AD AGENCY	\$18 MILLION
Gotham AD AGENCY	\$17 MILLION
Casanova Pendrill HISPANIC AD AGENCY	\$10 MILLION

MEDIA AGENCIES

DRAFTFCB	\$1.18 BILLION
DraftFCB NETWORK LEAD AGENCY	\$885 MILLION
R/GA DIGITAL AGENCY	\$132 MILLION
DraftFCB Healthcare HEALTHCARE AGENCY	\$112 MILLION
Hacker Group DIRECT MARKETING AGENCY	\$32 MILLION
Rivet PROMOTION AGENCY	\$14 MILLION

LOWE & PARTNERS \$543 MILLION

Lowe & Partners AD AGENCY, REVENUE FOR LOWE OUTSIDE NORTH AMERICA	\$253 MILLION
Deutsch AD AGENCY, NORTH AMERICAN HUB OF LOWE NETWORK	\$177 MILLION
Lowe Healthcare Worldwide HEALTHCARE AGENCY, REPORTS INTO DEUTSCH	\$80 MILLION
Huge DIGITAL AGENCY, 51% OWNED BY INTERPUBLIC	\$33 MILLION

OTHER AGENCIES

Accentmarketing HISPANIC AGENCY, INTERPUBLIC OWNS 49%	\$11 MILLION
Campbell-Ewald AD AGENCY	\$161 MILLION
Carmichael Lynch AD AGENCY	\$41 MILLION
Cubocc ADVERTISING AND MARKETING SERVICES AGENCY BASED IN BRAZIL, INTERPUBLIC BOUGHT CUBOCC IN MARCH 2010	NA
Dailey AD AGENCY	\$24 MILLION
DeVries Public Relations PR AGENCY	\$18 MILLION
GolinHarris PR AGENCY	\$109 MILLION
Hill Holliday AD AGENCY	\$160 MILLION
IW Group ASIAN-AMERICAN AGENCY, INTERPUBLIC OWNS 49%	\$11 MILLION
Jack Morton Worldwide EVENT MARKETING AGENCY	\$95 MILLION
Mullen AD AGENCY	\$83 MILLION
MWV Group PR AGENCY	\$36 MILLION
Octagon SPORTS AND ENTERTAINMENT MARKETING AGENCY	\$121 MILLION
Siboney USA HISPANIC AGENCY, INTERPUBLIC OWNS 49%	\$5 MILLION
Tierney Communications AD AGENCY	\$11 MILLION
Translation Consulting & Brand Imaging AD AND BRANDING AGENCY, INTERPUBLIC OWNS 60%	\$6 MILLION

MEDIA AGENCIES

MEDIAABRANDS	\$686 MILLION
UM MEDIA AGENCY, ALIGNED WITH MCCANN WORLDGROUP	\$368 MILLION
Initiative MEDIA AGENCY, ALIGNED WITH DRAFTFCB	\$248 MILLION
Walstrom Group DIRECTORY AGENCY, PART OF GENENTECUM	\$20 MILLION
Reprise Media SEARCH MARKETING AGENCY	\$14 MILLION
Magna MEDIA NEGOTIATION AND RESEARCH UNIT	NA

*This is how it
looks inside the
agency*



The typical flow

