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SIMPLY BUSINESS

MARCOMS AGENCIES LEAGUE TABLE

AGENCY NAME	MOST RECENT GROSS INCOME FIGURES (€M)	PREVIOUS GROSS INCOME FIGURES	PER CENT CHANGE	PER CENT INCOME FROM B2B CLIENTS	B2B INCOME (€M)	RANKING BASED ON B2B INCOME	STAFF 05	STAFF 06	OVERALL RANK LAST YEAR	YEAR-ON-YEAR INCREASE
1 Gyro International	22.3	15.5	44	90	20.7	1	130	200	1	6.8
2 Geoff Howe	11.37	10.8	5	55	6.25	3	130	140	2	0.57
3 IAS Smarts	10.2	3.1	229	60	6.12	4	62	220	16	7.1
4 Radley Yelder	7.45	6.75	10	90	6.75	2	75	85	N/a	0.7
5 Aga Group	5.9	5.7	3.5	60	3.54	8	30	32	7	0.2
6 Rufus Leonard	5.26	4.66	13	60	3.16	10	60	60	N/a	0.6
7 Loewy	5.2	3.3	58	52	2.74	12	N/a	N/a	26	1.9
8 Tidal Wave	4.59	3.99	15	100	4.59	5	51	65	5	0.6
9 Planet	4.2	3	40	100	4.2	6	20	22	10	1.2
10 The JJ Group	3.9	3.7	5	50	1.95	20	81	83	N/a	0.2
11 Wyatt International	3.73	3.45	8	97	3.6	7	32	33	8	0.28
12 Cicero	3.35	2.99	12	96	3.2	9	38	42	N/a	0.36
13 Uffindell West	3.01	2.64	14	90	2.7	13	24	30	N/a	0.37
14 Volume	2.82	2.47	14	100	2.82	11	28	38	N/a	0.35
15 Mason Zimble	2.6	2.2	18	100	2.6	14	35	45	17	0.4
16 The Think Tank	2.6	2.65	minus 18	100	2.6	14	19	19	12	-0.05
17 The Crocodile	2.45	1.7	44	68	1.6	23	28	28	21	0.75
18 Connection2	2.35	1.8	31	100	2.35	16	32	45	N/a	0.55
19 The Marketing Practice	2.1	1.2	81	100	2.1	17	18	31	N/a	0.9
20 Barrett Dixon Bell	2	2	0	100	2	18	18	18	N/a	0
21 Birddog	2	2	0	100	2	18	10	10	18	0
22 Barrett Howe	1.98	1.25	58	75.6	1.5	24	20	16	N/a	0.73
23 Base One	1.9	1.7	12	95	1.8	22	30	40	20	0.2
24 Technical Associates	1.9	1.4	36	100	1.9	21	15	15	N/a	0.5
25 CMAS	1.4	1.7	minus 17	80	1.12	27	12	11	N/a	-0.3
26 Moonfish	1.4	1.36	3	70	0.98	31	24	21	19	0.04
27 Mabox	1.36	1.3	4	65	0.88	32	12	12	23	0.06
28 MGA	1.27	1.29	2	95	1.2	25	20	18	3	-0.02
29 Cognito Integ Mrktng	1.25	0.46	171	65	0.8	33	6	9	N/a	0.79
30 CIB	1.21	1.17	3	98	1.19	26	19	20	15	0.04
31 Native	1.2	N/a	N/a	90	1.08	28	18	20	N/a	N/a
32 JellyBean Creative	1.2	1.1	9	90	1.08	28	10	12	22	0.1
33 Three's Company	1.2	1.3	minus 8	90	1.08	28	11	12	N/a	-0.1
34 DNX	1.1	1.1	0	55	0.6	35	16	25	24	0
35 Richardson Carpenter	0.73	0.68	7	100	0.73	34	10	10	N/a	0.05
36 Michael Rigby Assoc.	0.7	0.6	16	75	0.52	37	19	23	N/a	0.1
37 Clear Comms	0.58	0.28	107	100	0.58	36	10	8	30	0.3
38 Flamethrower	0.5	n/a	N/a	50	0.25	40	5	11	N/a	N/a
39 Aardvark Media	0.45	0.35	29	80	0.36	38	6	10	N/a	0.1
40 Clockwork IMC	0.3	N/a	N/a	100	0.3	39	4	4	29	N/a

Data shown relates to the 2005 financial year, ending Dec 05 or Mar 06. To qualify for this league table, marcoms agencies had to generate at least 50 per cent of income from B2B clients. The following agencies completed the survey, but were not included because the percentage of B2B income was below this threshold. TDA, SAS, Red C, Presky Maves and Intelligent Marketing. Masius also completed the form, but was unable to provide financial information due to restrictions imposed by the Sarbanes Oxley legislation in the US, regarding the subsidiaries of US-owned parent companies. McCann Erickson Business Comms and Banner Corp are also impeded by this ruling.