

THE TOP 100

Top 100 agencies ranked by The Nielsen Company

Rank 2008	Rank 2007	Change in ranking	Agency	Billings 2008 (£m)	Billings 2007 (£m)	Year-on-year % change	Top spending clients
1	1	▶	Abbott Mead Vickers BBDO	363.2	396.4	-8.37	Sainsbury's, BT, Camelot Group, Homebase, Mercedes-Benz (UK)
2	2	▶	McCann Erickson	265.6	288.1	-7.81	L'Oréal Paris, Nestlé, Microsoft, Aldi, Co-operative Group (CWS)
3	3	▶	JWT	246.3	265.4	-7.21	Kellogg, B&Q, HSBC, Nestlé, Kimberly-Clark
4	4	▶	Bartie Bogle Hegarty	236.5	260.5	-9.21	Unilever (UK), Vodafone, Barclays, Kentucky Fried Chicken (GB), Audi (UK)
5	8	▲ 3	Euro RSCG	222.8	232.7	-4.24	Reckitt Benckiser (UK), Peugeot, Citroën (UK), News International, Hutchison 3G (UK)
6	7	▲ 1	Rainey Kelly Campbell Roalfe/Y&R	214.5	247.0	-13.16	Marks & Spencer, Lloyds TSB, Danone Holdings (UK), LG Electronics (UK), Land Rover (UK)
7	5	▼ 2	M&C Saatchi	208.7	251.4	-16.98	Direct Line, Currys Group, PC World, NatWest, Halfords
8	6	▼ 2	WCRS	195.4	248.5	-21.38	BSkyB, Churchill Insurance, Abbey, BMW (UK), Littlewoods
9	10	▲ 1	Ogilvy Advertising	187.5	188.7	-0.64	Ford, Unilever (UK), Mattel (UK), easyJet, Nutricia
10	14	▲ 4	Delaney Lund Knox Warren & Partners	185.6	174.2	6.57	WM Morrison, Halifax, Vauxhall, COI, WH Smith
11	12	▲ 1	Saatchi & Saatchi	182.0	179.5	1.37	Procter & Gamble, T-Mobile, Toyota (GB), Comet Group, Lexus (GB)
12	17	▲ 5	Fallon	172.0	162.1	6.13	Asda, Orange, More Th>n, Sony (UK), Cadbury Trebor Bassett
13	11	▼ 2	Leo Burnett	159.2	182.3	-12.66	Procter & Gamble, Kellogg, McDonald's, COI, Homebase
14	9	▼ 5	DDB	157.3	192.7	-18.40	Volkswagen (UK), Dell, Hasbro (UK), Kwik-Fit (GB), Nestlé
15	15	▶	Grey	144.3	165.5	-12.77	Procter & Gamble, GlaxoSmithKline Consumer Healthcare, Nokia (UK), Seat (UK), Dairy Crest
16	18	▲ 2	CHI & Partners	142.6	144.9	-1.61	Argos, British Gas, Carphone Warehouse, News International, Toyota (GB)
17	13	▼ 4	Publicis	141.4	179.2	-21.08	Renault (UK), Garnier, COI, L'Oréal luxury products, Zurich Insurance
18	19	▲ 1	Mother	139.6	134.1	4.13	Boots, Coca-Cola (GB), Orange, Post Office, Yell
19	16	▼ 3	TBWA\London	135.5	163.4	-17.03	Müller Dairy (UK), Beiersdorf (UK), Nissan (GB), Apple (UK), E.ON
20	23	▲ 3	The Red Brick Road	109.4	85.9	27.45	Tesco, Tesco personal finance, Heineken (UK), Gala Bingo, Olympus (UK)
21	20	▼ 1	Lowe	94.2	118.9	-20.82	Unilever (UK), John Lewis Partnership, Vauxhall, InBev (UK), Saab (GB)
22	22	▶	Miles Calcraft Briginshaw Duffy	91.1	88.7	2.70	COI, Waitrose, Debenhams, P&O Cruises, Vision Express (UK)
23	27	▲ 4	Beattie McGuinness Bungay	82.5	49.8	65.65	McCain Foods, Npower, ING Direct, First Choice, Coors Brewers
24	21	▼ 3	VCCP	72.5	97.4	-25.52	O ₂ (UK), Coca-Cola (GB), Hyundai (UK), Carbon Trust (London), ING Direct
25	24	▼ 1	Wieden & Kennedy	48.8	56.9	-14.19	Honda (UK), Arla Foods, ElectronicArts, Pizza Hut (UK), Nike (UK)
26	25	▼ 1	Libertine	48.6	50.9	-4.43	HMV, Matalan, Heathrow Express, Play.com, Alliance & Leicester
27	29	▲ 2	Uber Agency	46.1	45.3	1.61	DFS
28	30	▲ 2	WFCA Integrated	44.1	40.2	9.77	Axa Sun Life Direct, Carpetright, Bathstore, Axa Sun Life, Ocean Finance
29	38	▲ 9	Doner Cardwell Hawkins	43.6	30.4	43.58	Moneysupermarket Group, Nikon (UK), Travelodge Hotels, Ultralase Clinic
30	32	▲ 2	Golley Slater Group	40.1	35.6	12.45	Furniture Village, Colt, Parfums Christian Dior (UK), People's Postcode Lottery, Parfums Givenchy

Note: The term 'billings' refers to the combined total above-the-line UK advertising spend of agencies' clients. It should not be confused with agency income.

No part of this report may be reproduced without the express permission of Campaign and The Nielsen Company. Agency-client assignments are compiled from data supplied by agencies and media owners on a regular basis, alongside information published in the marketing press. Billings for Top 100 agencies are based on accounts handled on a creative or full-service basis. Agencies are listed according to their names and structures in 2008.

Data supplied by

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