



The Top 50 Interactive Agencies

RANK	AGENCY (AFFILIATION)	HEADQUARTERS	2005 INTERACTIVE REVENUE (IN THOUSANDS)	2004 REVENUE	PERCENT CHANGE	2005 EMPLOYEES
1	Euro RSCG 4D (Havas)	New York	280,000*	275,000*	2%	1170*
2	Grey Digital Marketing (WPP)	New York	250,000*	220,000*	14%	1150*
2	OgilvyInteractive (WPP)	New York	250,000*	216,000*	16%	1300*
4	Avenue A/Razorfish (aQuantive) ¹	Seattle	184,000	139,000	32%	941
5	Isobar (Aegis) ²	Boston	175,000	100,000	75%	1274
6	Digitas (Digitas Inc.)	Boston	175,000*	106,000*	46%	700
7	Tribal DDB (Omnicom)	New York	150,000*	100,000*	50%	610*
7	RMG Connect (WPP) ³	New York	150,000*	NA	NA	750
9	Wunderman Interactive (WPP) ⁴	New York	135,000*	68,000*	99%	500*
10	MRM Worldwide (Interpublic) ⁵	New York	130,000*	95,000*	37%	900
11	R/GA (Interpublic)	New York	112,000*	80,000*	40%	453
12	Agency.com (Omnicom)	New York	94,500*	70,000*	29%	450
13	Modem Media (Digitas Inc.)	Norwalk, Conn.	89,000*	75,000*	19%	400*
14	FCBi (Interpublic)	New York	85,000*	55,000*	55%	470
15	Media Contacts (Havas) ⁶	Boston	70,000*	63,000*	11%	350
15	Organic (Omnicom)	San Francisco	70,000*	52,000*	35%	300*
17	Tequila (Omnicom)	New York	65,000*	62,500*	4%	450*
18	Nurun + Ant Farm (Quebecor) ⁷	New York	61,000	46,000	33%	560
19	Draft Digital (Interpublic)	New York	59,000*	53,000*	11%	290
20	Arc Worldwide (Publicis)	Chicago	59,000*	48,000*	23%	346
21	Critical Mass (53% owned by Omnicom)	Chicago	55,000*	44,000*	25%	290
22	Tocquigny Advertising, Interactive + Marketing	Austin, Texas	54,000	50,000	8%	75
23	AKQA	San Francisco	52,000	42,000	24%	351
24	iDeutsch (Interpublic)	New York	50,000*	46,000*	9%	131
25	Digital Impact (Acxiom) ⁸	San Mateo, Calif.	48,000	44,000	9%	275
26	Blast Radius	New York	43,000	38,000	13%	350
27	VML (WPP) ⁹	Kansas City, Mo.	42,000*	35,000*	20%	330
28	imc2	Dallas	41,000	24,200	69%	247
29	Universal McCann Interactive (Interpublic)	New York	40,000*	32,500*	23%	185
30	Planning Group (Sapient) ¹⁰	Miami	39,600	28,000	41%	162
31	Slingshot	Dallas	36,000	29,200	23%	88
32	IconNicholson	New York	35,000	25,000	40%	180
32	Icrossing	New York	35,000	13,500	159%	200
34	Starcom IP (Publicis)	Chicago	34,000*	25,000*	36%	150
34	Click Here (Richards)	Dallas	34,000	24,000	42%	54
36	OMD Digital (Omnicom)	New York	32,000*	25,000*	28%	110*
37	Atmosphere BBDO (Omnicom)	New York	28,750*	22,500*	28%	100
38	Macquarium Intelligent Communications	Atlanta	25,000	25,000	0%	104
38	MEC Interaction (WPP) ¹¹	New York	25,000*	NA	NA	120
40	Medical Broadcasting Company (10% owned by WPP) ¹²	Philadelphia	24,000*	20,000*	20%	142
41	Campbell-Ewald Digital (Interpublic)	Warren, Mich.	23,500*	20,000*	18%	81
42	Refinery ¹³	Hatboro, Penn.	23,000	15,200	51%	154
43	Genex	Los Angeles	21,000	21,000	0%	119
43	Intercept Interactive	New York	21,000	17,000	24%	29
45	Wirestone	Emeryville, Calif.	20,400	17,615	16%	118
46	Risdall Advertising Agency	New Brighton, Minn.	18,700	16,900	11%	55
47	Blue Dingo	New York	17,500	18,500	-5%	57
48	Resource Interactive	Columbus, Ohio	16,100	13,800	17%	92
49	CMD	Portland, Ore.	16,047	14,392	11%	61
50	Apollo Interactive	Los Angeles	15,500	9,750	59%	44

* Estimated numbers

1 Acquired DNA, London December 2005.

2 Acquired 11 shops including Molecular May 2005.

3 Merged Digital@JWT, Connect@JWT, and RMG Connect January 2005.

4 Acquired Direct.com December 2005.

4 Acquired Bridge Worldwide December 2005.

5 Merged McCann Relationship Marketing, Zentropy Partners, and Miller-Starr November 2005

6 Merged MPG Direct January 2005, and The Value System March 2005.

7 Acquired IANDO July 2005.

7 Formerly Nurun.

8 Acquired by Acxiom Corp April 2005.

9 Acquired 80% of Studiocom November 2005.

10 Acquired by Sapient January 2006.

11 Merged Wunderman Media, The Digital Edge, and Outrider June 2005.

12 Acquisition by Digitas Inc. pending in 2006.

13 Acquired directMASS June 2005.