

# CRAIN'S LIST CHICAGO'S LARGEST ADVERTISING AGENCIES

Ranked by local full-time employees as of 12/31/09

Company Address/phone/Web site	Head of Chicago office	Agency parent; City	Local employees as of 12/31/09; 12/31/08	Worldwide employees as of 12/31/09; 12/31/08	2009 local revenue; % change from 2008	2009 worldwide revenue; % change from 2008	Clients gained	Clients lost or resigned	Specialties							Top accounts	
									Traditional advertising	Digital (including search, mobile and social media)	Direct marketing	Promotion and event marketing	Branding and identity	Business to business	Media buying and planning		Other
<b>1</b> LEO BURNETT WORLDWIDE INC. 35 W. Wacker Drive, Chicago 60601 www.leoburnett.com; (312) 220-5959	Thomas L. Bernardin Chairman, CEO	Publicis Groupe, Paris, France	1,423 1,458	9,096 9,160	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	McDonald's Corp., Allstate Insurance Co., Kellogg Co., Halmark Cards Inc.
<b>2</b> DRAFTFCB NORTH AMERICA 101 E. Erie St., Chicago 60611 www.draftfc.com; (312) 425-5000	Mark Modesto President, Draftfcb North America	Interpublic Group of Cos., New York	1,200 1,100	9,350 9,600	NA NA	NA NA	10	1	✓	✓	✓	✓	✓	✓	✓	✓	Boeing Co., Brown-Forman Corp., Del Monte Foods Co., MillerCoors LLC
<b>3</b> ABELSONTAYLOR INC. 33 W. Monroe St., Suite 600, Chicago 60603 www.abelson-taylor.com; (312) 894-5500	Dale Taylor President, CEO	Independent	386 377	392 383	\$67.5 2.3%	\$67.5 2.3%	8	7	✓	✓	✓	✓	✓	✓	✓	✓	Allergan Inc., Takeda Pharmaceuticals North America Inc., Astellas Pharma US Inc.
<b>4</b> CRAMER-KRASSELT 225 N. Michigan Ave., 24th floor, Chicago 60601; www.c-k.com; (312) 616-9600	Peter G. Krivkovich President, CEO	Independent	273 249	537 511	NA NA	\$148.6 2.6%	6	2	✓	✓	✓	✓	✓	✓	✓	✓	AirTran Airways, Crocs Inc., Porsche Cars North America Inc., Sealy Corp., Edward D. Jones & Co. L.P.
<b>5</b> EURO RSCG CHICAGO 36 E. Grand Ave., Chicago 60611 www.eurorscgchicago.com; (312) 640-6800	Ron Bess, CEO, Chicago; president, chief operating officer, North America	Havas, Suresnes, France	225 201	13,737 14,747	NA NA	\$1,750.0 -7.4%	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	Sprint Nextel Corp., Citibank N.A., Kraft Foods Inc., Beam Global Spirits & Wine Inc.
<b>6</b> OGILVY & MATHER CHICAGO 350 W. Mart Center Drive, 11th floor, Chicago 60654; www.ogilvy.com; (312) 856-8200	Jack Rooney President	WPP PLC, Dublin, Ireland	218 264	13,500 15,000	NA NA	NA NA	8	3	✓	✓	✓	✓	✓	✓	✓	✓	CDW LLC, Kimberly-Clark Corp., S. C. Johnson & Son Inc., American Family Mutual Insurance Co.
<b>7</b> SHAKER RECRUITMENT ADVERTISING & COMMUNICATIONS; 1100 Lake St., Oak Park 60301; www.shaker.com; (708) 383-5320	Joseph G. Shaker President, CEO	Independent	175 175	200 200	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	United Parcel Service Inc., CB Richard Ellis Inc., Walgreen Co.
<b>8</b> UPSHOT INC. 350 N. Orleans St., 5th floor, Chicago 60654 www.upshot.net; (312) 943-0900	Brian Kristofek President, CEO	EMAK Worldwide, Los Angeles	150 158	150 158	\$20.0 -9.1%	\$20.0 -9.1%	3	1	✓	✓	✓	✓	✓	✓	✓	✓	Kraft Foods Inc., Procter & Gamble Co., Crown Imports LLC, Hilton Worldwide, Aircell
<b>9</b> ENERGY BBDO 410 N. Michigan Ave., 8th floor, Chicago 60611 www.energybbdo.com; (312) 337-7860	Tonise Paul President, CEO	Omnicom Group Inc., New York	140 175	140 175	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	Bayer A.G., Wm. Wrigley Jr. Co., Illinois Lottery, Chicago White Sox
<b>10</b> YOUNG & RUBICAM INC. 233 N. Michigan Ave., Suite 1600, Chicago 60601; www.chi.yr.com; (312) 596-3000	Kary G. McIlwain President, CEO	WPP PLC, Dublin, Ireland	123 105	6,463 7,289	\$140.0 NC	\$931.8 -10.1%	1	1	✓	✓	✓	✓	✓	✓	✓	✓	Sears Holdings Corp., Miller Brewing Co., Jim Beam Brands Co., Orbitz Worldwide Inc.
<b>11</b> BURRELL COMMUNICATIONS GROUP LLC 233 N. Michigan Ave., Suite 2900, Chicago 60601 www.burrell.com; (312) 297-9600	McGhee Williams Osse Fay Ferguson Co-CEOs	Publicis Groupe, Paris, France	113 124	116 127	\$18.4 -14.4%	\$18.4 -14.4%	3	1	✓	✓	✓	✓	✓	✓	✓	✓	McDonald's Corp., Procter & Gamble Co., Allstate Insurance Co., General Mills Inc.
<b>12</b> ELEMENT 79 PARTNERS 200 E. Randolph St., Chicago 60601 www.element79.com; (312) 233-8100	Brian Williams President, CEO	Omnicom Group Inc., New York	104 130	104 130	NA NA	NA NA	6	2	✓	✓	✓	✓	✓	✓	✓	✓	Leap Wireless International Inc., Amway Global, Alberto-Culver Co., ConAgra Foods Inc.
<b>13</b> A. EICOFF & CO. 401 N. Michigan Ave., Suite 400, Chicago 60611 www.eicoff.com; (312) 527-7100	Ronald L. Bliwas President, CEO	WPP PLC, Dublin, Ireland	100 100	100 100	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	Sears Holdings Corp., Liberty Medical Supply Inc., Bose Corp., Procter & Gamble Co.
<b>14</b> RHEA & KAISER MARKETING COMMUNICATIONS INC.; 400 E. Diehl Road, Naperville 60563; www.rkconnect.com; (630) 505-1100	Diane Martin President	Independent	73 73	115 115	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	Bayer CropScience A.G., Aurora Health Care, Caterpillar Inc., DePaul University
<b>15</b> MARKETING SUPPORT INC. 200 E. Randolph St., Suite 5000, Chicago 60601 www.msinet.com; (312) 565-0044	David L. Weiner Chairman, CEO	Independent	70 70	70 70	\$11.9 0.5%	\$11.9 0.5%	6	0	✓	✓	✓	✓	✓	✓	✓	✓	Chamberlain Group Inc., Home Depot Inc., Elkar Manufacturing Co., Unilever N.V.
<b>16</b> MARKET SENSE 7020 High Grove Blvd., Burr Ridge 60527 www.market-sense.com; (800) 827-0170	Andrew Mahler CEO	Mx Group, Burr Ridge	65 90	65 90	\$7.2 -23.4%	\$7.2 -23.4%	9	3	✓	✓	✓	✓	✓	✓	✓	✓	Certified Collectibles Group, Sealy Corp., vAuto Inc., Bosch Rexroth Corp., Maverick Technologies LLC
<b>17</b> SCHAFER CONDON CARTER 168 N. Clinton St., Chicago 60661 www.schafercondoncarter.com; (312) 464-1666	Tim Condon CEO	Independent	65 58	65 58	\$14.0 17.6%	\$14.0 17.6%	9	1	✓	✓	✓	✓	✓	✓	✓	✓	Armour-Eckrich Meats LLC, Brunswick Corp., ConAgra Foods Inc., General Mills Inc.
<b>18</b> SAN JOSE GROUP 233 N. Michigan Ave., 24th floor, Chicago 60601 www.thesanjosegroup.com; (312) 565-7000	George L. San Jose President, chief operating officer	Independent	52 54	1,166 777	\$9.1 1.5%	\$69.7 2.7%	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	Hormel Foods Corp., Exelon Corp., Illinois Office of Tourism, Chicago White Sox, Abbott Nutrition
<b>19</b> HOFFMAN YORK 142 E. Ontario St., Chicago 60611 www.hoffmanyork.com; (312) 787-2320	David F. Sheehan President	Independent	51 27	128 101	\$12.0 13.2%	\$12.0 13.2%	6	2	✓	✓	✓	✓	✓	✓	✓	✓	Advocate Health Care, Churchill Downs Inc., Four Winds Casino Resort, Chicago White Sox
<b>20</b> TRIBAL DDB WORLDWIDE 200 E. Randolph St., Suite 4000, Chicago 60601 www.tribalddb.com; (312) 552-6000	Paul Gunning CEO	Omnicom Group Inc., New York	50 50	1,200 1,200	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	McDonald's Corp., OfficeMax Inc., Lutron Electronics Co., Emerson Electric Co., LensCrafters Inc.
<b>21</b> ESW PARTNERS 600 W. Fulton St., 3rd floor, Chicago 60661 www.eswpartners.com; (312) 762-7400	James A. Signorelli Chairman, CEO	Independent	46 43	46 43	\$52.3 7.6%	\$52.3 7.6%	4	2	✓	✓	✓	✓	✓	✓	✓	✓	Cosi Inc., Chicago KFC Advertising Co-op, Taco Bell Advertising Co-ops (Midwest)
<b>22</b> RUBIN POSTAER & ASSOCIATES 314 W. Superior St., Chicago 60610 www.rpa.com; (312) 644-3636	Lita Keller Regional account director	Independent	45 45	500 500	NA NA	NA NA	NA	NA	✓	✓	✓	✓	✓	✓	✓	✓	NA
<b>23</b> GSD&M 410 N. Michigan Ave., 7th floor, Chicago 60611 www.gsdm.com; (312) 464-8200	Betty Pat McCoy Senior vice-president, managing director	Omnicom Group Inc., New York	40 50	450 500	NA NA	\$65.0 -9.7%	5	1	✓	✓	✓	✓	✓	✓	✓	✓	AARP, Golfsmith International Inc., MasterCard International Inc., L. L. Bean Inc.
<b>24</b> SLACK BARSHINGER & PARTNERS INC. 233 N. Michigan Ave., Suite 3050, Chicago 60601 www.slackbarshinger.com; (312) 970-5800	Gary Slack CEO	Independent	38 45	42 45	\$4.5 -14.5%	\$4.5 -14.5%	4	4	✓	✓	✓	✓	✓	✓	✓	✓	National Starch LLC, Dow Corning Corp., Fellowes Inc., Google Inc., Underwriters Laboratories Inc.
<b>25</b> DAVIS HARRISON DION 333 N. Michigan Ave., Suite 2300, Chicago 60601; www.dhdchicago.com; (312) 332-0808	Doug Davis Partner	Independent	28 30	28 30	\$2.6 -3.7%	\$2.6 -3.7%	3	1	✓	✓	✓	✓	✓	✓	✓	✓	Corn Products International Inc., Friendship Village of Schaumburg, Mori Seiki Co. Ltd.