

CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with Client Specialties in:

AUTOMOTIVE

TOP 5	Agency	2011 revenue	Agency	2011 revenue
	1. Automotive Events, Inc.	\$11,679,546	4. Specialized Marketing Group, Inc., The	4,187,131
	2. Sage Collective	9,050,000*	5. All Terrain	2,971,329
	3. Next Marketing	7,556,042	*Revenue estimated by Promo	

CONSUMER PACKAGED GOODS

TOP 10	Agency	2011 revenue	Agency	2011 revenue
	1. Draftfcb	\$676,200,000*	7. TracyLocke	123,000,000*
	2. Leo Burnett/Arc Worldwide	475,000,000*	8. G2 Worldwide	121,000,000*
	3. BDA	313,345,000	9. Ryan Partnership	117,758,698
	4. Integrated Marketing Services	302,170,277	10. Marketing Arm, The	115,774,000*
	5. Euro RSCG	172,500,000*	<i>(Chief Marketer 2012 PROMO 100 Agency of the Year)</i>	
	6. Integer Group, The	158,050,000*	*Revenue estimated by Promo	

SPORTS/ENTERTAINMENT

TOP 5	Agency	2011 revenue	Agency	2011 revenue
	1. Cardenas Marketing Network Inc. (Ent.)	\$59,176,725	4. CSE (Sports)	15,876,000
	2. Team Epic (Sports)	33,200,000	5. rEvolution (Sports)	11,900,000*
	3. Allied Integrated Marketing (Ent.)	29,720,000	*Revenue estimated by Promo	

RETAILER

TOP 5	Agency	2011 revenue	Agency	2011 revenue
	1. Wunderman	\$441,200,000*	4. Parago	63,000,000*
	2. Integrated Marketing Services	302,170,277	5. Two West, Inc.	5,899,999
	3. MarketStar Corporation	176,135,837*	*Revenue estimated by Promo	

METHODOLOGY The Specialists all appear on the CHIEF MARKETER 2012 PROMO 100 and are ranked within each specialty by U.S. net revenue. These agencies self-selected on the entry form that more than 55% of their business comprises the specific specialty within which they rank.