

Book of Tens: Agencies of the Decade



1. CRISPIN PORTER & BOGUSKY

2. R/GA

3. TBWA

4. MOTHER

5. AKQA

6. GOODBY, SILVERSTEIN & PARTNERS

7. EDELMAN

8. WEBER SHANDWICK

9. BBH

10. BBDO

7. EDELMAN - Top Ranked PR Agency

Without holding-company backing, independent PR shop Edelman has not only come through two significant recessions this decade, but it has also managed to solidify itself as the leading agency and most recognizable name in the entire industry. Whether it's through the use of traditional PR tactics or the

development and implementation of digital, blogger and social-media programs, the agency continually breaks new ground in the world of communications and has redefined the role PR agencies are playing in the marketing mix. Led by the PR industry's most influential voice, CEO Richard Edelman, the agency,

whose client list includes some of the biggest brands in the world, such as Walmart, Starbucks, Burger King, Microsoft and Pfizer, will rack up nearly half a billion in worldwide revenue in 2009. The only major hiccup these past ten years was the Wal-Mart Across America blog snafu back in 2006.



Edelman is the world's leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade, PRWeek's "2009 Agency of the Year" and "Large Agency of the Year" (for the third time in the last four years), and Holmes Report's "2009 Best Large Agency to Work For." Edelman owns specialty firms Blue (advertising), StrategyOne (research), and BioScience Communications (medical education and publishing). Visit www.edelman.com for more information.