

## Special Report

# AGENCY REPORT

## TOP 35 MARKETING SERVICES AGENCIES BY DISCIPLINE

Ranked by 2004 U.S. revenue in each discipline

### INTERACTIVE

RANK 2004	AGENCY	HEADQUARTERS	2004 U.S. REVENUE FROM INTERACTIVE	% CHG
1	Avenue A   Razorfish [aQuantive]	Seattle	\$139.0	12.7
2	Digitas*	Boston	112.0	33.3
3	Ogilvy Interactive* [WPP]	New York	79.3	12.0
4	Agency.com* [Omnicom]	New York	73.	11.4
5	Grey Interactive Worldwide* [WPP]	New York	68.8	7.3
6	Modem Media* [Digitas]	Norwalk, Conn.	61.0	0.0
7	Organic* [Omnicom]	San Francisco	50.3	25.8
8	TMP Worldwide [Monster]	New York	48.8	87.0
9	Tribal DDB* [Omnicom]	New York	45.0	NA
10	FCBI* [Interpublic]	New York	44.4	9.6
11	AKQA	San Francisco	42.0	16.7
12	R/GA* [Interpublic]	New York	41.6	14.6
13	Euro RSCG 4D* [Havas]	New York	41.2	-6.6
14	Critical Mass* [Omnicom]	Chicago/Calgary	0.0	17.6
15	VML* [WPP]	Kansas City, Mo.	30.5	10.9
16	IMC2	Dallas	29.2	23.2
17	IconNicholson	New York	28.0	16.7
18	Planning Group International	Miami	27.5	17.0
19	Carat Interactive [Aegis]	San Francisco	26.5	26.2
20	Macquarium Intelligent Communications	Atlanta	25.0	4.2
20	Fry	Ann Arbor, Mich.	25.0	19.0
22	Genex	Los Angeles	21.0	23.5
23	ePrize	Pleasant Ridge, Mich.	18.6	105.3
24	Blue Dingo	New York	18.0	0.0
25	Nurun	New York	17.0	42.9
26	Molecular	Watertown, Mass.	16.8	21.7
27	Whittman Interactive	Chicago	15.6	NA
28	Refinery	Hatboro, Pa.	15.2	40.7
29	Arc Worldwide* [Publicis]	Chicago	14.2	NA
30	RPA Interactive	Santa Monica, Calif.	13.9	6.9
31	Resource Interactive	Columbus, Ohio	13.8	10.4
32	Marden-Kane	Manhasset, N.Y.	13.3	4.5
32	iCrossing	Scottsdale, Ariz	13.3	141.8
34	DNA Studio	Los Angeles	11.9	6.3
35	Arnold Worldwide Marketing Services* [Havas]	Boston	11.2	-12.5

Notes: Figures are in thousands of U.S. dollars. See methodology on Page S-12. An asterisk (\*) indicates figures are Ad Age estimates. Longer rankings of agencies by discipline are available at AdAge.com.