

Global Overview

H1 2017

PR Advisors

Global & Regional league tables

League tables

Global

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 2 | Sard Verbinnen & Co | 200,974 | 113 | 146,607 | 37.1% | |
| 2 | 1 | Brunswick Group | 188,722 | 74 | 154,157 | 22.4% | |
| 3 | 3 | Joele Frank Wilkinson Brimmer Katcher | 151,584 | 77 | 120,189 | 26.1% | |
| 4 | 5 | Kekst (Publicis/MSLGROUP) | 102,276 | 68 | 54,172 | 88.8% | |
| 5 | 4 | FTI Consulting | 99,202 | 86 | 76,758 | 29.2% | |
| 6 | 12 | Finsbury | 97,181 | 49 | 17,785 | 446.4% | |
| 7 | 63 | Ashton Consulting | 62,991 | 3 | 1,179 | 5,242.7% | |
| 8 | 6 | CNC/JKL (Publicis/MSLGROUP) | 56,645 | 23 | 50,403 | 12.4% | |
| 9 | 9 | Hering Schuppener (Finsbury) | 56,568 | 16 | 29,650 | 90.8% | |
| 10 | 8 | Abernathy MacGregor Group (AMO) | 51,290 | 49 | 42,728 | 20.0% | |
| 11 | 23 | Estudio de Comunicacion | 39,168 | 10 | 7,475 | 424.0% | |
| 12 | 21 | LLORENTE & CUENCA (AMO) | 34,389 | 6 | 7,972 | 331.4% | |
| 13 | 34 | Community Group | 34,071 | 13 | 3,613 | 843.0% | |
| 14 | 14 | Maitland (AMO) | 33,951 | 38 | 15,494 | 119.1% | |
| 15 | 19 | Havas Paris (AMO) | 18,134 | 19 | 7,989 | 127.0% | |
| 16 | 17 | Newgate Communications | 16,507 | 20 | 8,827 | 87.0% | |
| 17 | 32 | Tulchan Communications | 15,489 | 25 | 3,698 | 318.8% | |
| 18 | 31 | WMP Eurocom | 14,993 | 1 | 4,261 | 251.9% | |
| 19 | 16 | Edelman | 13,888 | 35 | 12,579 | 10.4% | |
| 20 | 27 | Citigate | 13,402 | 44 | 5,817 | 130.4% | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|---------------------------------------|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 2 | Sard Verbinnen & Co | 200,974 | 113 | 91 | 22 | |
| 2 | 3 | FTI Consulting | 99,202 | 86 | 91 | -5 | |
| 3 | 4 | Joele Frank Wilkinson Brimmer Katcher | 151,584 | 77 | 72 | 5 | |
| 4 | 1 | Brunswick Group | 188,722 | 74 | 102 | -28 | |
| 5 | 5 | Kekst (Publicis/MSLGROUP) | 102,276 | 68 | 52 | 16 | |
| 6 | 7 | Finsbury | 97,181 | 49 | 42 | 7 | |
| 7 | 6 | Abernathy MacGregor Group (AMO) | 51,290 | 49 | 44 | 5 | |
| 8 | 14 | Citigate | 13,402 | 44 | 28 | 16 | |
| 9 | 10 | Maitland (AMO) | 33,951 | 38 | 38 | 0 | |
| 10 | 12 | Edelman | 13,888 | 35 | 33 | 2 | |
| 11 | 13 | Greenbrook Communications | 12,100 | 28 | 30 | -2 | |
| 12 | 29 | BackBay Communications | 719 | 26 | 15 | 11 | |
| 13 | 17 | Tulchan Communications | 15,489 | 25 | 22 | 3 | |
| 14 | 22 | CNC/JKL (Publicis/MSLGROUP) | 56,645 | 23 | 19 | 4 | |
| 15 | 34 | Powerscourt | 10,797 | 22 | 14 | 8 | |
| 16 | 9 | ICR (Integrated Corporate Relations) | 4,439 | 22 | 38 | -16 | |
| 17 | 15 | Prosek Partners | 7,448 | 21 | 24 | -3 | |
| 18 | 20 | Newgate Communications | 16,507 | 20 | 20 | 0 | |
| 19 | 11 | Owen Blicksilver Public Relations | 4,855 | 20 | 33 | -13 | |
| 20 | 31 | Havas Paris (AMO) | 18,134 | 19 | 14 | 5 | |

League tables

US

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 1 | Sard Verbinen & Co | 183,850 | 101 | 125,516 | 46.5% | |
| 2 | 2 | Joele Frank Wilkinson Brimmer Katcher | 151,546 | 76 | 118,868 | 27.5% | |
| 3 | 4 | Brunswick Group | 110,462 | 34 | 63,497 | 74.0% | |
| 4 | 5 | Kekst (Publicis/MSLGROUP) | 94,163 | 62 | 53,492 | 76.0% | |
| 5 | 14 | Finsbury | 83,183 | 32 | 6,902 | 1,105.2% | |
| 6 | 3 | FTI Consulting | 83,042 | 35 | 67,499 | 23.0% | |
| 7 | 38 | Ashton Consulting | 62,991 | 3 | 1,179 | 5,242.7% | |
| 8 | 7 | CNC/JKL (Publicis/MSLGROUP) | 55,252 | 10 | 42,002 | 31.5% | |
| 9 | 6 | Abernathy MacGregor Group (AMO) | 51,290 | 49 | 42,728 | 20.0% | |
| 10 | 12 | Hering Schuppener (Finsbury) | 48,609 | 8 | 7,649 | 535.5% | |
| 11 | - | WMP Eurocom | 14,993 | 1 | - | - | |
| 12 | - | Gauly Advisors | 12,655 | 2 | - | - | |
| 13 | 11 | Edelman | 12,465 | 28 | 8,098 | 53.9% | |
| 14 | 10 | Sloane & Company | 11,364 | 6 | 14,442 | -21.3% | |
| 15 | 15 | Weber Shandwick | 11,157 | 11 | 6,764 | 64.9% | |
| 16 | 37 | Citigate | 9,310 | 10 | 1,272 | 631.9% | |
| 17 | 40 | Greenbrook Communications | 6,750 | 9 | 1,083 | 523.3% | |
| 18 | 16 | Havas Paris (AMO) | 6,520 | 4 | 6,328 | 3.0% | |
| 19 | 20 | Prosek Partners | 6,363 | 20 | 3,331 | 91.0% | |
| 20 | 53 | Steele & Holt | 6,256 | 3 | 722 | 766.5% | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|---------------------------------------|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 1 | Sard Verbinen & Co | 183,850 | 101 | 80 | 21 | |
| 2 | 2 | Joele Frank Wilkinson Brimmer Katcher | 151,546 | 76 | 71 | 5 | |
| 3 | 3 | Kekst (Publicis/MSLGROUP) | 94,163 | 62 | 49 | 13 | |
| 4 | 5 | Abernathy MacGregor Group (AMO) | 51,290 | 49 | 43 | 6 | |
| 5 | 7 | FTI Consulting | 83,042 | 35 | 35 | 0 | |
| 6 | 4 | Brunswick Group | 110,462 | 34 | 44 | -10 | |
| 7 | 12 | Finsbury | 83,183 | 32 | 17 | 15 | |
| 8 | 10 | Edelman | 12,465 | 28 | 22 | 6 | |
| 9 | 13 | BackBay Communications | 719 | 26 | 15 | 11 | |
| 10 | 9 | Prosek Partners | 6,363 | 20 | 23 | -3 | |
| 11 | 8 | Owen Blicksilver Public Relations | 4,855 | 20 | 33 | -13 | |
| 12 | 6 | ICR (Integrated Corporate Relations) | 4,439 | 20 | 37 | -17 | |
| 13 | 11 | Chris Tofalli Public Relations | 3,287 | 19 | 22 | -3 | |
| 14 | 27 | Stanton Public Relations & Marketing | 5,817 | 13 | 6 | 7 | |
| 15 | 34 | Blueshirt Group | 2,060 | 13 | 5 | 8 | |
| 16 | - | Gasthalter & Co | 5,320 | 12 | - | - | |
| 17 | 19 | Weber Shandwick | 11,157 | 11 | 7 | 4 | |
| 18 | 24 | CNC/JKL (Publicis/MSLGROUP) | 55,252 | 10 | 6 | 4 | |
| 19 | 16 | Citigate | 9,310 | 10 | 9 | 1 | |
| 20 | 23 | Greenbrook Communications | 6,750 | 9 | 7 | 2 | |

League tables

Europe

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 1 | Brunswick Group | 161,821 | 51 | 111,829 | 44.7% | |
| 2 | 2 | FTI Consulting | 92,520 | 76 | 60,501 | 52.9% | |
| 3 | 6 | Sard Verbinen & Co | 86,923 | 22 | 30,252 | 187.3% | |
| 4 | 5 | Kekst (Publicis/MSLGROUP) | 81,286 | 24 | 41,616 | 95.3% | |
| 5 | 11 | Finsbury | 78,472 | 31 | 14,840 | 428.8% | |
| 6 | 48 | Ashton Consulting | 60,567 | 1 | 1,179 | 5,037.2% | |
| 7 | 7 | Hering Schuppener (Finsbury) | 56,498 | 15 | 28,851 | 95.8% | |
| 8 | 12 | Joele Frank Wilkinson Brimmer Katcher | 55,747 | 13 | 14,109 | 295.1% | |
| 9 | 3 | CNC/JKL (Publicis/MSLGROUP) | 53,345 | 21 | 50,403 | 5.8% | |
| 10 | 16 | Estudio de Comunicacion | 37,261 | 9 | 7,475 | 398.5% | |
| 11 | 15 | LLORENTE & CUENCA (AMO) | 34,389 | 6 | 7,972 | 331.4% | |
| 12 | 29 | Community Group | 34,071 | 13 | 3,178 | 972.1% | |
| 13 | 10 | Maitland (AMO) | 33,653 | 36 | 15,494 | 117.2% | |
| 14 | 14 | Havas Paris (AMO) | 18,134 | 19 | 7,989 | 127.0% | |
| 15 | 26 | Tulchan Communications | 14,799 | 20 | 3,698 | 300.2% | |
| 16 | - | Gaully Advisors | 12,993 | 3 | - | - | |
| 17 | 19 | Greenbrook Communications | 12,100 | 28 | 6,199 | 95.2% | |
| 18 | 20 | Citigate | 11,290 | 40 | 5,329 | 111.9% | |
| 19 | 33 | Powerscourt | 10,786 | 21 | 2,523 | 327.5% | |
| 20 | 8 | Abernathy MacGregor Group (AMO) | 9,496 | 9 | 16,816 | -43.5% | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|--|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 2 | FTI Consulting | 92,520 | 76 | 73 | 3 | |
| 2 | 1 | Brunswick Group | 161,821 | 51 | 73 | -22 | |
| 3 | 7 | Citigate | 11,290 | 40 | 25 | 15 | |
| 4 | 4 | Maitland (AMO) | 33,653 | 36 | 38 | -2 | |
| 5 | 5 | Finsbury | 78,472 | 31 | 37 | -6 | |
| 6 | 6 | Greenbrook Communications | 12,100 | 28 | 30 | -2 | |
| 7 | 18 | Kekst (Publicis/MSLGROUP) | 81,286 | 24 | 15 | 9 | |
| 8 | 19 | Sard Verbinen & Co | 86,923 | 22 | 15 | 7 | |
| 9 | 11 | CNC/JKL (Publicis/MSLGROUP) | 53,345 | 21 | 19 | 2 | |
| 10 | 29 | Powerscourt | 10,786 | 21 | 11 | 10 | |
| 11 | 8 | Tulchan Communications | 14,799 | 20 | 22 | -2 | |
| 12 | 20 | Havas Paris (AMO) | 18,134 | 19 | 14 | 5 | |
| 13 | 17 | Barabino & Partners | 3,342 | 17 | 16 | 1 | |
| 14 | 14 | Hering Schuppener (Finsbury) | 56,498 | 15 | 17 | -2 | |
| 15 | 23 | MHP Communications | 274 | 15 | 14 | 1 | |
| 16 | 22 | Publicis Consultants (Publicis/MSLGROUP) | 7,926 | 14 | 14 | 0 | |
| 17 | 28 | Hawthorn | 519 | 14 | 12 | 2 | |
| 18 | 3 | Image Sept | 317 | 14 | 40 | -26 | |
| 19 | 25 | Joele Frank Wilkinson Brimmer Katcher | 55,747 | 13 | 12 | 1 | |
| 20 | 9 | Community Group | 34,071 | 13 | 21 | -8 | |

League tables

UK

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 1 | Brunswick Group | 92,432 | 26 | 22,202 | 316.3% | |
| 2 | 3 | FTI Consulting | 74,846 | 49 | 11,393 | 556.9% | |
| 3 | 2 | Sard Verbinnen & Co | 64,668 | 11 | 15,923 | 306.1% | |
| 4 | - | Ashton Consulting | 60,567 | 1 | - | - | |
| 5 | 5 | Maitland (AMO) | 33,653 | 35 | 6,943 | 384.7% | |
| 6 | 4 | Finsbury | 22,746 | 19 | 8,391 | 171.1% | |
| 7 | 36 | Kekst (Publicis/MSLGROUP) | 20,799 | 11 | 591 | 3,419.3% | |
| 8 | 10 | Tulchan Communications | 14,799 | 20 | 3,698 | 300.2% | |
| 9 | 6 | Joele Frank Wilkinson Brimmer Katcher | 9,788 | 7 | 5,206 | 88.0% | |
| 10 | 24 | Powerscourt | 8,611 | 15 | 1,206 | 614.0% | |
| 11 | 87 | Temple Bar Advisory | 5,976 | 6 | - | - | |
| 12 | 8 | Greenbrook Communications | 5,440 | 21 | 4,805 | 13.2% | |
| 13 | - | Comir | 5,362 | 1 | - | - | |
| 14 | - | Teneo Blue Rubicon | 4,757 | 6 | - | - | |
| 15 | 23 | Citigate | 3,526 | 20 | 1,308 | 169.6% | |
| 16 | - | Pegasus Public Relations | 2,254 | 1 | - | - | |
| 17 | 17 | Instinctif Partners | 1,938 | 9 | 1,949 | -0.6% | |
| 18 | 11 | Bell Pottinger Financial & Corporate | 1,886 | 10 | 3,129 | -39.7% | |
| 19 | 14 | Abernathy MacGregor Group (AMO) | 1,790 | 5 | 2,290 | -21.8% | |
| 20 | 18 | Hering Schuppener (Finsbury) | 1,675 | 4 | 1,795 | -6.7% | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|---------------------------------------|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 1 | FTI Consulting | 74,846 | 49 | 41 | 8 | |
| 2 | 3 | Maitland (AMO) | 33,653 | 35 | 31 | 4 | |
| 3 | 2 | Brunswick Group | 92,432 | 26 | 38 | -12 | |
| 4 | 5 | Greenbrook Communications | 5,440 | 21 | 25 | -4 | |
| 5 | 6 | Tulchan Communications | 14,799 | 20 | 22 | -2 | |
| 6 | 12 | Citigate | 3,526 | 20 | 11 | 9 | |
| 7 | 4 | Finsbury | 22,746 | 19 | 25 | -6 | |
| 8 | 18 | Powerscourt | 8,611 | 15 | 8 | 7 | |
| 9 | 11 | MHP Communications | 268 | 14 | 12 | 2 | |
| 10 | 8 | CityPress PR | 360 | 12 | 17 | -5 | |
| 11 | 15 | Hawthorn | 318 | 12 | 9 | 3 | |
| 12 | 17 | Sard Verbinnen & Co | 64,668 | 11 | 8 | 3 | |
| 13 | 37 | Kekst (Publicis/MSLGROUP) | 20,799 | 11 | 3 | 8 | |
| 14 | 13 | Bell Pottinger Financial & Corporate | 1,886 | 10 | 10 | 0 | |
| 15 | 16 | Buchanan Communications | 228 | 10 | 9 | 1 | |
| 16 | 7 | Instinctif Partners | 1,938 | 9 | 19 | -10 | |
| 17 | 31 | Redleaf Polhill | 523 | 9 | 4 | 5 | |
| 18 | 26 | Joele Frank Wilkinson Brimmer Katcher | 9,788 | 7 | 4 | 3 | |
| 19 | 10 | Kable Communication Finance | 258 | 7 | 12 | -5 | |
| 20 | 34 | Temple Bar Advisory | 5,976 | 6 | 4 | 2 | |

League tables

Germany

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 1 | Hering Schuppener (Finsbury) | 53,723 | 13 | 27,724 | 93.8% | |
| 2 | 4 | CNC/JKL (Publicis/MSLGROUP) | 48,987 | 14 | 7,942 | 516.8% | |
| 3 | 10 | Kekst (Publicis/MSLGROUP) | 48,133 | 5 | 4,100 | 1,074.0% | |
| 4 | 11 | Finsbury | 45,923 | 2 | 3,688 | 1,145.2% | |
| 5 | 12 | Edelman | 5,165 | 4 | 3,646 | 41.7% | |
| 6 | 2 | Brunswick Group | 3,243 | 8 | 14,964 | -78.3% | |
| 7 | 25 | Cometis | 1,279 | 6 | 155 | 725.2% | |
| 8 | 65 | Tulchan Communications | 1,107 | 2 | - | - | |
| 9 | 40 | Maitland (AMO) | 870 | 5 | - | - | |
| 10= | - | Clermont Partners | 796 | 1 | - | - | |
| 10= | 23 | Greenbrook Communications | 796 | 1 | 255 | 212.2% | |
| 12 | 34 | Instinctif Partners | 347 | 1 | 30 | 1,056.7% | |
| 13 | - | Gauly Advisors | 338 | 1 | - | - | |
| 14= | - | BackBay Communications | 320 | 1 | - | - | |
| 14= | - | Feinstein Keane Partners | 320 | 1 | - | - | |
| 16 | 7 | FTI Consulting | 285 | 10 | 4,727 | -94.0% | |
| 17 | 24 | Hawthorn | 201 | 3 | 204 | -1.5% | |
| 18= | 43 | Citigate | 198 | 1 | - | - | |
| 18= | 14 | Joele Frank Wilkinson Brimmer Katcher | 198 | 1 | 2,421 | -91.8% | |
| 20 | - | GW Communications | 166 | 1 | - | - | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|---|---------------|------------|------------|----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 5 | CNC/JKL (Publicis/MSLGROUP) | 48,987 | 14 | 7 | 7 | |
| 2 | 1 | Hering Schuppener (Finsbury) | 53,723 | 13 | 15 | -2 | |
| 3 | 2 | FTI Consulting | 285 | 10 | 11 | -1 | |
| 4 | 3 | Brunswick Group | 3,243 | 8 | 8 | 0 | |
| 5 | 4 | Ira Wuelfing Kommunikation | - | 8 | 8 | 0 | |
| 6 | 10 | Cometis | 1,279 | 6 | 4 | 2 | |
| 7 | 17 | Kekst (Publicis/MSLGROUP) | 48,133 | 5 | 2 | 3 | |
| 8 | 22 | Maitland (AMO) | 870 | 5 | 2 | 3 | |
| 9 | 18 | Edelman | 5,165 | 4 | 2 | 2 | |
| 10 | 12 | Charles Barker Corporate Communications | - | 4 | 3 | 1 | |
| 11 | 7 | Hawthorn | 201 | 3 | 6 | -3 | |
| 12 | 35 | Camarco | - | 3 | 1 | 2 | |
| 13 | 8 | Finsbury | 45,923 | 2 | 5 | -3 | |
| 14 | 65 | Tulchan Communications | 1,107 | 2 | 1 | 1 | |
| 15 | - | Sard Verbinnen & Co | 90 | 2 | - | - | |
| 16 | 33 | Citadel Magnus | 41 | 2 | 1 | 1 | |
| 17 | 27 | Powerscourt | 15 | 2 | 1 | 1 | |
| 18= | - | Actus Finance | - | 2 | - | - | |
| 18= | - | Barabino & Partners | - | 2 | - | - | |
| 18= | - | Dictum Media | - | 2 | - | - | |
| 18= | - | Edifice Communication | - | 2 | - | - | |

League tables

France

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|--|---------------|------------|---------------|-----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 6 | Brunswick Group | 31,944 | 15 | 3,944 | 709.9% | |
| 2 | 2 | Havas Paris (AMO) | 18,114 | 17 | 7,989 | 126.7% | |
| 3 | 4 | FTI Consulting | 11,304 | 12 | 5,402 | 109.3% | |
| 4 | 15 | Sard Verbinnen & Co | 10,146 | 3 | 1,140 | 790.0% | |
| 5 | 38 | Kekst (Publicis/MSLGROUP) | 9,806 | 5 | 40 | 24,415.0% | |
| 6 | - | Chandos Communications | 8,846 | 1 | - | - | |
| 7 | 9 | Publicis Consultants (Publicis/MSLGROUP) | 7,926 | 14 | 2,722 | 191.2% | |
| 8= | - | Montfort Communications | 7,299 | 1 | - | - | |
| 8= | 12 | SEC | 7,299 | 1 | 1,710 | 326.8% | |
| 10 | 14 | Steele & Holt | 5,195 | 7 | 1,222 | 325.1% | |
| 11 | 11 | Greenbrook Communications | 2,556 | 4 | 1,775 | 44.0% | |
| 12 | 19 | CNC/JKL (Publicis/MSLGROUP) | 2,191 | 3 | 660 | 232.0% | |
| 13 | 1 | Hering Schuppener (Finsbury) | 2,191 | 2 | 16,370 | -86.6% | |
| 14 | - | Rumeur Publique | 1,920 | 2 | - | - | |
| 15 | 7 | Citigate | 1,136 | 17 | 3,674 | -69.1% | |
| 16 | 5 | Joele Frank Wilkinson Brimmer Katcher | 798 | 2 | 4,552 | -82.5% | |
| 17 | 31 | CTCom | 776 | 6 | 186 | 317.2% | |
| 18 | 21 | Edelman | 680 | 2 | 545 | 24.8% | |
| 19 | - | Estudio de Comunicacion | 674 | 1 | - | - | |
| 20 | 25 | Image Building | 672 | 3 | 381 | 76.4% | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|--|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 3 | Havas Paris (AMO) | 18,114 | 17 | 14 | 3 | |
| 2 | 4 | Citigate | 1,136 | 17 | 13 | 4 | |
| 3 | 2 | Brunswick Group | 31,944 | 15 | 19 | -4 | |
| 4 | 5 | Publicis Consultants (Publicis/MSLGROUP) | 7,926 | 14 | 13 | 1 | |
| 5 | 1 | Image Sept | 317 | 14 | 38 | -24 | |
| 6 | 6 | FTI Consulting | 11,304 | 12 | 11 | 1 | |
| 7 | 7 | HeadLand Consultancy | 650 | 9 | 10 | -1 | |
| 8 | 10 | Actus Finance | 314 | 9 | 8 | 1 | |
| 9 | 12 | Kable Communication Finance | 40 | 8 | 7 | 1 | |
| 10 | 9 | Steele & Holt | 5,195 | 7 | 8 | -1 | |
| 11 | 11 | CTCom | 776 | 6 | 8 | -2 | |
| 12 | 16 | Maitland (AMO) | 615 | 6 | 4 | 2 | |
| 13 | 21 | Kekst (Publicis/MSLGROUP) | 9,806 | 5 | 3 | 2 | |
| 14 | 15 | Greenbrook Communications | 2,556 | 4 | 4 | 0 | |
| 15 | 20 | Actifin | 482 | 4 | 3 | 1 | |
| 16= | 52 | Cicommunication | - | 4 | 1 | 3 | |
| 16= | 67 | Shan SA | - | 4 | 1 | 3 | |
| 18 | 34 | Sard Verbinnen & Co | 10,146 | 3 | 1 | 2 | |
| 19 | 23 | CNC/JKL (Publicis/MSLGROUP) | 2,191 | 3 | 2 | 1 | |
| 20 | 26 | Image Building | 672 | 3 | 2 | 1 | |

League tables

Italy

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 1 | Brunswick Group | 58,953 | 5 | 7,106 | 729.6% | |
| 2 | 4 | Community Group | 33,897 | 11 | 3,178 | 966.6% | |
| 3= | - | Estudio de Comunicacion | 33,177 | 1 | - | - | |
| 3= | - | LLORENTE & CUENCA (AMO) | 33,177 | 1 | - | - | |
| 5 | 7 | Barabino & Partners | 3,342 | 15 | 2,278 | 46.7% | |
| 6 | 3 | Ad Hoc Communication (AMO) | 2,556 | 5 | 3,697 | -30.9% | |
| 7 | 5 | Finsbury | 1,926 | 2 | 3,004 | -35.9% | |
| 8 | - | Hering Schuppener (Finsbury) | 1,904 | 1 | - | - | |
| 9 | 2 | Image Building | 805 | 5 | 4,872 | -83.5% | |
| 10 | 9 | Greenbrook Communications | 448 | 1 | 1,456 | -69.2% | |
| 11 | - | HeadLand Consultancy | 291 | 2 | - | - | |
| 12 | 33 | Tulchan Communications | 211 | 1 | - | - | |
| 13 | 6 | Moccagatta Pogliani & Associati | 198 | 4 | 2,790 | -92.9% | |
| 14 | 26 | Power Emprise | 150 | 1 | 8 | 1,775.0% | |
| 15 | - | Close to Media | 138 | 5 | - | - | |
| 16= | 8 | Maitland (AMO) | 135 | 1 | 2,265 | -94.0% | |
| 16= | - | Tancredi Intelligent Communication | 135 | 1 | - | - | |
| 18 | - | Finn Partners | 128 | 1 | - | - | |
| 19 | - | Sard Verbinnen & Co | 115 | 1 | - | - | |
| 20 | - | Charles Barker Corporate Communications | 90 | 1 | - | - | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|------------------------------------|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 2 | Barabino & Partners | 3,342 | 15 | 16 | -1 | |
| 2 | 1 | Community Group | 33,897 | 11 | 21 | -10 | |
| 3 | 4 | Brunswick Group | 58,953 | 5 | 8 | -3 | |
| 4 | 5 | Ad Hoc Communication (AMO) | 2,556 | 5 | 7 | -2 | |
| 5 | 3 | Image Building | 805 | 5 | 12 | -7 | |
| 6 | - | Close to Media | 138 | 5 | - | - | |
| 7 | 14 | Moccagatta Pogliani & Associati | 198 | 4 | 2 | 2 | |
| 8 | 13 | Finsbury | 1,926 | 2 | 2 | 0 | |
| 9 | - | HeadLand Consultancy | 291 | 2 | - | - | |
| 10 | 12 | True Relazioni Pubbliche | - | 2 | 3 | -1 | |
| 11= | - | Estudio de Comunicacion | 33,177 | 1 | - | - | |
| 11= | - | LLORENTE & CUENCA (AMO) | 33,177 | 1 | - | - | |
| 13 | - | Hering Schuppener (Finsbury) | 1,904 | 1 | - | - | |
| 14 | 7 | Greenbrook Communications | 448 | 1 | 5 | -4 | |
| 15 | 33 | Tulchan Communications | 211 | 1 | 1 | 0 | |
| 16 | 27 | Power Emprise | 150 | 1 | 1 | 0 | |
| 17= | 6 | Maitland (AMO) | 135 | 1 | 5 | -4 | |
| 17= | - | Tancredi Intelligent Communication | 135 | 1 | - | - | |
| 19 | - | Finn Partners | 128 | 1 | - | - | |
| 20 | - | Sard Verbinnen & Co | 115 | 1 | - | - | |

League tables

Asia-Pacific (excl. Japan)

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|----------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 17 | Newgate Communications | 16,209 | 16 | 1,294 | 1,152.6% | |
| 2 | - | Maitland (AMO) | 14,311 | 2 | - | - | |
| 3 | 27 | GRACosway | 12,606 | 6 | 706 | 1,685.6% | |
| 4 | 3 | Sard Verbinnen & Co | 11,885 | 17 | 28,813 | -58.8% | |
| 5 | 1 | Brunswick Group | 9,012 | 14 | 73,396 | -87.7% | |
| 6 | 4 | FTI Consulting | 8,587 | 10 | 18,441 | -53.4% | |
| 7 | 7 | Finsbury | 5,637 | 8 | 7,552 | -25.4% | |
| 8 | 111 | Powerscourt | 3,366 | 4 | - | - | |
| 9 | 47 | Strategic Public Relations Group | 2,786 | 2 | 182 | 1,430.8% | |
| 10 | 54 | Citigate | 2,766 | 5 | 136 | 1,933.8% | |
| 11 | 11 | Edelman | 2,427 | 8 | 2,572 | -5.6% | |
| 12 | - | Longview Communications | 2,116 | 1 | - | - | |
| 13 | - | Estudio de Comunicacion | 2,050 | 2 | - | - | |
| 14 | 5 | Joele Frank Wilkinson Brimmer Katcher | 1,989 | 4 | 15,008 | -86.7% | |
| 15 | 8 | Hering Schuppener (Finsbury) | 1,904 | 1 | 6,075 | -68.7% | |
| 16= | 13 | CNC/JKL (Publicis/MSLGROUP) | 1,279 | 1 | 1,708 | -25.1% | |
| 16= | 60 | Cometis | 1,279 | 1 | 102 | 1,153.9% | |
| 18 | 36 | Adfactors PR | 1,031 | 3 | 349 | 195.4% | |
| 19 | - | Uproar | 1,000 | 1 | - | - | |
| 20 | - | Cato Counsel | 930 | 1 | - | - | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|---------------------------------------|---------------|------------|------------|-----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 4 | Sard Verbinnen & Co | 11,885 | 17 | 14 | 3 | |
| 2 | 9 | Newgate Communications | 16,209 | 16 | 6 | 10 | |
| 3 | 1 | Brunswick Group | 9,012 | 14 | 25 | -11 | |
| 4 | 8 | Citadel Magnus | 742 | 12 | 6 | 6 | |
| 5 | 2 | FTI Consulting | 8,587 | 10 | 20 | -10 | |
| 6 | 6 | Finsbury | 5,637 | 8 | 11 | -3 | |
| 7 | 5 | Edelman | 2,427 | 8 | 13 | -5 | |
| 8 | 10 | GRACosway | 12,606 | 6 | 6 | 0 | |
| 9 | 70 | Tulchan Communications | 710 | 6 | 1 | 5 | |
| 10 | 39 | Citigate | 2,766 | 5 | 2 | 3 | |
| 11 | - | Bell Pottinger Financial & Corporate | 168 | 5 | - | - | |
| 12 | 111 | Powerscourt | 3,366 | 4 | 1 | 3 | |
| 13 | 12 | Joele Frank Wilkinson Brimmer Katcher | 1,989 | 4 | 4 | 0 | |
| 14 | 11 | Adfactors PR | 1,031 | 3 | 5 | -2 | |
| 15 | 16 | Kekst (Publicis/MSLGROUP) | 864 | 3 | 4 | -1 | |
| 16 | 15 | Abernathy MacGregor Group (AMO) | 710 | 3 | 4 | -1 | |
| 17 | 23 | Christensen Investor Relations | 299 | 3 | 3 | 0 | |
| 18 | 78 | The Piacente Group | 119 | 3 | 1 | 2 | |
| 19 | 18 | ICR (Integrated Corporate Relations) | 25 | 3 | 3 | 0 | |
| 20 | - | Maitland (AMO) | 14,311 | 2 | - | - | |

League tables

Japan

PR advisor league table by value

| Ranking | | | H1 2017 | | H1 2016 | | % Value change |
|---------|---------|---------------------------------------|---------------|------------|---------------|--------|----------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Value (USD m) | | |
| 1 | 3 | Finsbury | 5,755 | 3 | 2,891 | 99.1% | |
| 2 | - | Joele Frank Wilkinson Brimmer Katcher | 4,893 | 1 | - | - | |
| 3 | 1 | Sard Verbinnen & Co | 3,430 | 7 | 13,537 | -74.7% | |
| 4 | 6 | CNC/JKL (Publicis/MSLGROUP) | 3,300 | 2 | 390 | 746.2% | |
| 5 | - | Gasthalter & Co | 3,300 | 1 | - | - | |
| 6 | 5 | Ashton Consulting | 2,424 | 2 | 1,179 | 105.6% | |
| 7 | - | Teneo Blue Rubicon | 1,089 | 1 | - | - | |
| 8 | 4 | Edelman | 1,050 | 1 | 2,160 | -51.4% | |
| 9 | 2 | Brunswick Group | 773 | 2 | 3,251 | -76.2% | |
| 10 | - | Hayden Communications | 626 | 1 | - | - | |
| 11 | - | Tulchan Communications | 400 | 1 | - | - | |
| 12 | - | WAA | 265 | 1 | - | - | |
| 13 | - | The Communication Group | 260 | 1 | - | - | |
| 14 | - | Hawthorn | 201 | 1 | - | - | |
| 15 | - | MHP Communications | 103 | 1 | - | - | |

PR advisor league table by deal count

| Ranking | | | H1 2017 | | H1 2016 | | Count change |
|---------|---------|---------------------------------------|---------------|------------|------------|----|--------------|
| H1 2017 | H1 2016 | Company name | Value (USD m) | Deal count | Deal count | | |
| 1 | 1 | Sard Verbinnen & Co | 3,430 | 7 | 5 | 2 | |
| 2 | 4 | Finsbury | 5,755 | 3 | 2 | 1 | |
| 3 | 6 | CNC/JKL (Publicis/MSLGROUP) | 3,300 | 2 | 1 | 1 | |
| 4 | 5 | Ashton Consulting | 2,424 | 2 | 1 | 1 | |
| 5 | 2 | Brunswick Group | 773 | 2 | 4 | -2 | |
| 6 | - | Joele Frank Wilkinson Brimmer Katcher | 4,893 | 1 | - | - | |
| 7 | - | Gasthalter & Co | 3,300 | 1 | - | - | |
| 8 | - | Teneo Blue Rubicon | 1,089 | 1 | - | - | |
| 9 | 3 | Edelman | 1,050 | 1 | 3 | -2 | |
| 10 | - | Hayden Communications | 626 | 1 | - | - | |
| 11 | - | Tulchan Communications | 400 | 1 | - | - | |
| 12 | - | WAA | 265 | 1 | - | - | |
| 13 | - | The Communication Group | 260 | 1 | - | - | |
| 14 | - | Hawthorn | 201 | 1 | - | - | |
| 15 | - | MHP Communications | 103 | 1 | - | - | |

Criteria

All data is based on transactions over US\$ 5m and is based on the Mergermarket's M&A deals database. Deals with undisclosed deal values are included where the target's turnover exceeds US\$10m. Deals where the stake acquired is less than 30% will only be included if the value is greater than US\$100m.

Click [here](#) for the full deal criteria.

League tables: Based on the dominant geography of the target, bidder or seller company being the stated region/country. Exclude lapsed and withdrawn bids.

All values are in US\$.
Data correct as of 19-Jul-2017

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