

Who's who in Adland

Here's an update of our annual agency map, one which attempts to sketch the advertising agency landscape in Ireland. The original intention and main purpose of this map is really to show the extent of international or global agency involvement in the Irish market. The top global agency groups all have interests in Ireland and here we attempt to show you what those links are - solely for the purposes of illustration and for your information. On the right hand side we have a listing of independent agencies, primarily IAPI members, and primarily those whose core business is above the line advertising in the Republic of Ireland. This list is also purely illustrative and serves the purposes of showing that independent agencies continue to thrive in Ireland despite the trends towards international consolidation. The independent strand of this map can never be fully comprehensive due to the changing nature of the market and due to space restrictions.

Colour Key

Global Group
Global Agency
Global Media Specialist
Irish Agency (including digital)
Irish Media Specialist

July 2008

Omnicom	WPP	Interpublic
BBDO Worldwide	Ogilvy and Mather Worldwide	McCann Erickson Worldwide
Irish International BBDO	Ogilvy Ireland	McCann-Erickson Ireland
OMD Worldwide	Y&R Advertising	Universal McCann
OMD Ireland	Y&R ^S	Universal McCann Ireland (affiliate Magna Ireland)
TBWA Worldwide	J.Walter Thompson	Initiative Media Worldwide
Cawley Nea TBWA [^]	DDFH&B [*]	Initiative Dublin (affiliate Magna Ireland)
DDB Worldwide	Red Cell Network	
Owens DDB ^S	Mindshare (Group M)	
Mediaworks [*]	Mindshare (Ireland) [*]	
PHD	Mediaedge:cia (Group M)	
PHD IRELAND	Mediaedge:cia (Ireland) [*] (Group M)	
	Grey Worldwide	
	Grey Helme	
	MediaCom (Group M)	
	Mediacom (Dublin) (Group M)	

Symbol Key

- * signifies that global group holds only a minor stake in the local agency
- [^] signifies that global group holds a majority stake in local agency
- ^S signifies a non equity affiliation

Map features Republic of Ireland Agencies only, (unless they are IAPI members) primarily involved in 'Above the Line'. While every effort has been made to ensure accuracy, this map is intended to be illustrative rather than definitive.

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Publicis	Havas	IAPI Members, Independent Agencies and Media Specialists	
Publicis Worldwide	Euro RSCG	Adept Advertising	ICAN
QMP Publicis*	Young Euro RSCG	Atomic	Javelin
Publicis Group Media	Arnold Worldwide	AVBrowne Group	KD Nine
Mediavest	Media Planning Group	Banahan McManus	Lyle Bailie International
Mediavest Ireland*		Birth Digital	McConnells
Zenith/Optimedia	Aegis Carat	Bloom	MCM Communications (affiliate Magna Ireland)
Zenith Optimedia (Ireland)	Carat EMEA	Bluecube	The Media Bureau
Starcom Mediavest	Carat Ireland	Bonfire	Mercury Media
Starcom Ireland	Diffiniti	Anderson Spratt	Ocean
Equinox	Vizeum	Campaign HTDS	Parker Advertising
Clear Blue Water	Vizeum (Ireland)	Chemistry	Pierce Media
Interactive Return	Brindley Advertising	CP&A	Precision Media
Leo Burnett Worldwide		Eason Advertising	RothCo
Leo Burnett (Ireland)		Eighty:Twenty (Digital)	Rubicon
Saatchi and Saatchi		First Advertising	Shanley Media Solutions
		Focus Advertising	Southern Advertising
		Gaffney McHugh	The Birchall Company
		GT Media	The Hive
		Genesis	The Larkin Partnership
		Gospel™	