

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 Verbinen & 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 Verbinen & 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 Verbinnen & 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	-	Gaully 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 Verbinnen & 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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