

Global Overview

1H20

PR Advisors

Global & Regional league tables

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League tables

Global

PR advisor league table by value

Ranking			1H20		1H19		% Value change
1H20	1H19	Company name	Value (USDm)	Deal count	Value (USDm)		
1	7	Finsbury Hering Schuppener GPG	86,568	56	79,899	8.3%	
2	1	Joele Frank Wilkinson Brimmer Katcher	83,419	55	393,987	-78.8%	
3	4	Brunswick Group	75,043	60	326,371	-77.0%	
4	2	Sard Verbinnen & Co	49,371	75	356,997	-86.2%	
5	3	Kekst CNC (Publicis)	44,870	69	335,057	-86.6%	
6	26	Community Group	27,046	17	8,229	228.7%	
7	8	Edelman	24,224	25	61,616	-60.7%	
8	9	FTI Consulting	17,519	55	57,370	-69.5%	
9	5	Abernathy MacGregor Group (AMO)	14,586	30	154,472	-90.6%	
10	-	Corporate Communications	12,407	1	-	-	
11	13	Teneo	11,533	13	22,074	-47.8%	
12	-	FinElk	10,467	2	-	-	
13	15	Longview Communications & Public Affairs	9,824	5	18,048	-45.6%	
14	20	Image Sept	9,180	17	9,810	-6.4%	
15	6	Maitland (AMO)	9,063	27	121,545	-92.5%	
16	12	Prosek Partners	8,616	23	29,837	-71.1%	
17	37	Havas Paris (AMO)	8,200	1	4,760	72.3%	
18	264	Christensen Investor Relations	7,797	5	-	-	
19	25	Gladstone Place Partners	5,992	3	8,294	-27.8%	
20	23	Sloane & Company	5,975	4	8,664	-31.0%	

PR advisor league table by deal count

Ranking			1H20		1H19		Count change
1H20	1H19	Company name	Value (USDm)	Deal count	Deal count		
1	2	Sard Verbinnen & Co	49,371	75	126	-51	
2	1	Kekst CNC (Publicis)	44,870	69	127	-58	
3	4	Brunswick Group	75,043	60	96	-36	
4	3	Finsbury Hering Schuppener GPG	86,568	56	102	-46	
5	6	Joele Frank Wilkinson Brimmer Katcher	83,419	55	82	-27	
6	5	FTI Consulting	17,519	55	88	-33	
7	8	Abernathy MacGregor Group (AMO)	14,586	30	45	-15	
8	7	Maitland (AMO)	9,063	27	62	-35	
9	24	BackBay Communications	85	27	21	6	
10	12	Lambert & Co	461	26	36	-10	
11	10	Edelman	24,224	25	39	-14	
12	13	Citigate Dewe Rogerson	1,416	24	34	-10	
13	20	Prosek Partners	8,616	23	26	-3	
14	9	Barabino & Partners	1,068	19	40	-21	
15	23	Community Group	27,046	17	22	-5	
16	15	Image Sept	9,180	17	33	-16	
17	11	Greenbrook Communications	5,536	17	38	-21	
18	14	Stanton Public Relations & Marketing	145	16	33	-17	
19	26	IWK (formerly Ira Wülfing Kommunikation)	4,303	15	19	-4	
20	21	ICR	3,334	15	25	-10	

League tables

US

PR advisor league table by value

Ranking			1H20		1H19		% Value change
1H20	1H19	Company name	Value (USDm)	Deal count	Value (USDm)		
1	7	Finsbury Hering Schuppener GPG	72,359	35	62,951	14.9%	
2	2	Sard Verbinnen & Co	47,256	70	347,680	-86.4%	
3	4	Brunswick Group	41,222	32	193,444	-78.7%	
4	1	Joele Frank Wilkinson Brimmer Katcher	39,662	50	393,967	-89.9%	
5	3	Kekst CNC (Publicis)	39,302	53	232,820	-83.1%	
6	25	Community Group	22,548	5	6,247	260.9%	
7	8	Edelman	19,910	17	53,161	-62.5%	
8	5	Abernathy MacGregor Group (AMO)	14,571	29	154,472	-90.6%	
9	10	FTI Consulting	13,526	26	30,134	-55.1%	
10	11	Prosek Partners	8,396	21	28,377	-70.4%	
11	14	Teneo	7,893	4	16,199	-51.3%	
12	-	Christensen Investor Relations	7,600	1	-	-	
13	19	Gladstone Place Partners	5,992	3	8,294	-27.8%	
14	18	Sloane & Company	5,540	3	8,664	-36.1%	
15	32	Image Sept	5,300	3	2,531	109.4%	
16	27	Kreab	5,257	3	3,493	50.5%	
17	9	Greenbrook Communications	4,931	12	33,033	-85.1%	
18	108	IWK (formerly Ira Wülfing Kommunikation)	4,200	2	86	4783.7%	
19=	78	Dukas Linden Public Relations	4,200	1	250	1580.0%	
19=	62	LLYC	4,200	1	440	854.5%	

PR advisor league table by deal count

Ranking			1H20		1H19		Count change
1H20	1H19	Company name	Value (USDm)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	47,256	70	109	-39	
2	2	Kekst CNC (Publicis)	39,302	53	97	-44	
3	3	Joele Frank Wilkinson Brimmer Katcher	39,662	50	80	-30	
4	4	Finsbury Hering Schuppener GPG	72,359	35	52	-17	
5	6	Brunswick Group	41,222	32	39	-7	
6	5	Abernathy MacGregor Group (AMO)	14,571	29	44	-15	
7	7	FTI Consulting	13,526	26	36	-10	
8	8	Lambert & Co	461	25	36	-11	
9	16	BackBay Communications	80	24	20	4	
10	11	Prosek Partners	8,396	21	24	-3	
11	12	Edelman	19,910	17	21	-4	
12	9	Stanton Public Relations & Marketing	145	15	33	-18	
13	10	Chris Tofalli Public Relations	335	14	26	-12	
14	14	ICR	3,158	13	21	-8	
15	17	Greenbrook Communications	4,931	12	16	-4	
16	13	Gasthalter & Co	1,394	9	21	-12	
17	15	Maitland (AMO)	2,451	8	20	-12	
18	110	Stern Investor Relations	646	7	1	6	
19	45	Community Group	22,548	5	4	1	
20	25	Citigate Dewe Rogerson	987	5	7	-2	

League tables

Europe

PR advisor league table by value

Ranking		Company name	1H20		1H19		% Value change
1H20	1H19		Value (USDm)	Deal count	Value (USDm)		
1	7	Finsbury Hering Schuppener GPG	77,319	38	44,480	73.8%	
2	10	Joele Frank Wilkinson Brimmer Katcher	67,925	14	31,638	114.7%	
3	4	Brunswick Group	36,202	40	70,995	-49.0%	
4	17	Community Group	26,395	16	8,229	220.8%	
5	3	Kekst CNC (Publicis)	15,515	30	100,161	-84.5%	
6	1	Sard Verbinnen & Co	14,796	14	125,043	-88.2%	
7	6	FTI Consulting	13,323	36	48,571	-72.6%	
8	-	Corporate Communications	12,407	1	-	-	
9	-	FinElk	10,467	2	-	-	
10	23	Teneo	9,676	12	5,987	61.6%	
11	15	Image Sept	9,180	17	9,810	-6.4%	
12	27	Havas Paris (AMO)	8,200	1	4,760	72.3%	
13	9	Maitland (AMO)	7,080	26	32,261	-78.1%	
14	31	Kreab	5,803	12	3,795	52.9%	
15	5	Greenbrook Communications	5,536	16	53,587	-89.7%	
16	41	LLYC	4,421	4	2,098	110.7%	
17	19	Edelman	4,337	10	7,382	-41.2%	
18	77	IWK (formerly Ira Wülfing Kommunikation)	4,303	15	311	1283.6%	
19	83	Dukas Linden Public Relations	4,200	1	250	1580.0%	
20	50	Publicis Consultants (Publicis/MSLGROUP)	3,928	4	1,120	250.7%	

PR advisor league table by deal count

Ranking		Company name	1H20		1H19		Count change
1H20	1H19		Value (USDm)	Deal count	Deal count		
1	2	Brunswick Group	36,202	40	72	-32	
2	1	Finsbury Hering Schuppener GPG	77,319	38	76	-38	
3	3	FTI Consulting	13,323	36	65	-29	
4	4	Kekst CNC (Publicis)	15,515	30	60	-30	
5	5	Maitland (AMO)	7,080	26	57	-31	
6	9	Citigate Dewe Rogerson	1,347	23	33	-10	
7	6	Barabino & Partners	1,068	19	40	-21	
8	8	Image Sept	9,180	17	33	-16	
9	14	Community Group	26,395	16	21	-5	
10	7	Greenbrook Communications	5,536	16	36	-20	
11	16	IWK (formerly Ira Wülfing Kommunikation)	4,303	15	19	-4	
12	28	Joele Frank Wilkinson Brimmer Katcher	67,925	14	11	3	
13	12	Sard Verbinnen & Co	14,796	14	27	-13	
14	33	Image Building	2,114	14	9	5	
15	17	MHP Communications	877	14	16	-2	
16	36	Teneo	9,676	12	8	4	
17	24	Kreab	5,803	12	12	0	
18	11	Tulchan Communications	870	12	28	-16	
19	10	Fogel & Partners	2,483	11	32	-21	
20	13	Powerscourt	1,202	11	27	-16	

League tables

UK

PR advisor league table by value

Ranking		Company name	1H20		1H19		% Value change
1H20	1H19		Value (USDm)	Deal count	Value (USDm)		
1	7	Joele Frank Wilkinson Brimmer Katcher	40,155	6	7,312	449.2%	
2	1	Brunswick Group	14,630	24	24,941	-41.3%	
3	-	Corporate Communications	12,407	1	-	-	
4	5	Finsbury Hering Schuppener GPG	12,206	12	15,918	-23.3%	
5	10	Sard Verbinnen & Co	9,525	4	6,219	53.2%	
6	6	Maitland (AMO)	5,765	22	14,816	-61.1%	
7	51	IWK (formerly Ira Wülfing Kommunikation)	4,236	4	225	1782.7%	
8=	-	Dukas Linden Public Relations	4,200	1	-	-	
8=	43	LLYC	4,200	1	405	937.0%	
10	29	Community Group	3,196	2	906	252.8%	
11	4	FTI Consulting	2,927	22	21,703	-86.5%	
12	12	Teneo	2,656	11	5,987	-55.6%	
13	-	The One Nine Three Group	2,580	1	-	-	
14	80	Abernathy MacGregor Group (AMO)	2,388	6	-	-	
15	17	Prosek Partners	2,065	5	2,190	-5.7%	
16	3	Greenbrook Communications	2,030	12	22,904	-91.1%	
17	21	CTCom	1,983	3	1,684	17.8%	
18	13	Edelman	1,423	6	3,899	-63.5%	
19	30	Instinctif Partners	1,419	7	821	72.8%	
20	2	Kekst CNC (Publicis)	1,295	13	24,435	-94.7%	

PR advisor league table by deal count

Ranking		Company name	1H20		1H19		Count change
1H20	1H19		Value (USDm)	Deal count	Deal count		
1	3	Brunswick Group	14,630	24	33	-9	
2	2	Maitland (AMO)	5,765	22	44	-22	
3	1	FTI Consulting	2,927	22	48	-26	
4	9	MHP Communications	877	14	15	-1	
5	7	Kekst CNC (Publicis)	1,295	13	18	-5	
6	6	Finsbury Hering Schuppener GPG	12,206	12	24	-12	
7	5	Greenbrook Communications	2,030	12	25	-13	
8	8	Citigate Dewe Rogerson	1,268	12	17	-5	
9	4	Tulchan Communications	870	12	28	-16	
10	17	Teneo	2,656	11	8	3	
11	10	Powerscourt	1,118	9	14	-5	
12	25	Buchanan Communications	740	8	5	3	
13	15	Camarco	561	8	9	-1	
14	12	CityPress PR	497	8	11	-3	
15	11	Instinctif Partners	1,419	7	12	-5	
16	95	MC2	36	7	1	6	
17	23	Joele Frank Wilkinson Brimmer Katcher	40,155	6	6	0	
18	50	Abernathy MacGregor Group (AMO)	2,388	6	2	4	
19	20	Edelman	1,423	6	7	-1	
20	26	Prosek Partners	2,065	5	4	1	

League tables

Germany

PR advisor league table by value

Ranking		Company name	1H20		1H19		% Value change
1H20	1H19		Value (USDm)	Deal count	Value (USDm)		
1	2	Finsbury Hering Schuppener GPG	56,935	18	13,805	312.4%	
2	6	Community Group	18,841	2	5,603	236.3%	
3	1	Kekst CNC (Publicis)	12,575	9	36,547	-65.6%	
4	4	FTI Consulting	8,452	6	7,925	6.6%	
5=	38	Havas Paris (AMO)	8,200	1	-	-	
5=	3	Joele Frank Wilkinson Brimmer Katcher	8,200	1	9,302	-11.8%	
7	15	Kirchhoff Consult AG	2,701	2	187	1344.4%	
8	21	Edelman	1,800	1	91	1878.0%	
9	9	Maitland (AMO)	1,329	2	882	50.7%	
10	-	Weber Shandwick	1,315	1	-	-	
11	-	Shan SA	1,277	1	-	-	
12	-	Estudio de Comunicacion SA	1,215	2	-	-	
13	10	Gauly Advisors	1,082	2	850	27.3%	
14	5	Sard Verbinen & Co	504	1	6,943	-92.7%	
15	-	Trophic Communications	487	3	-	-	

PR advisor league table by deal count

Ranking		Company name	1H20		1H19		Count change
1H20	1H19		Value (USDm)	Deal count	Deal count		
1	1	Finsbury Hering Schuppener GPG	56,935	18	24	-6	
2	4	IWK (formerly Ira Wülfing Kommunikation)	-	10	12	-2	
3	2	Kekst CNC (Publicis)	12,575	9	17	-8	
4	7	Charles Barker Corporate Communications	17	7	5	2	
5	3	FTI Consulting	8,452	6	13	-7	
6	5	Brunswick Group	323	5	8	-3	
7	-	Trophic Communications	487	3	-	-	
8	9	Image Sept	-	3	5	-2	
9	18	Community Group	18,841	2	2	0	
10	25	Kirchhoff Consult AG	2,701	2	1	1	
11	6	Maitland (AMO)	1,329	2	5	-3	
12	-	Estudio de Comunicacion SA	1,215	2	-	-	
13	12	Gauly Advisors	1,082	2	3	-1	
14	-	Solebury Communications Group	454	2	-	-	
15	10	Hawthorn	93	2	4	-2	

League tables

France

PR advisor league table by value

Ranking			1H20		1H19		% Value change
1H20	1H19	Company name	Value (USDm)	Deal count	Value (USDm)		
1	-	FinElk	10,128	1	-	-	
2	2	Image Sept	9,180	16	9,810	-6.4%	
3=	10	Havas Paris (AMO)	8,200	1	3,842	113.4%	
3=	22	Joele Frank Wilkinson Brimmer Katcher	8,200	1	882	829.7%	
5	19	Publicis Consultants (Publicis/MSLGROUP)	3,928	4	1,120	250.7%	
6	7	DGM Conseil	3,354	7	5,649	-40.6%	
7	4	Finsbury Hering Schuppener GPG	3,206	7	8,206	-60.9%	
8	6	Maitland (AMO)	2,595	5	6,087	-57.4%	
9	13	CTCom	1,983	6	2,146	-7.6%	
10	27	Headland	1,917	2	499	284.2%	
11	8	Greenbrook Communications	1,743	2	5,403	-67.7%	
12	28	Image Building	1,634	3	486	236.2%	
13	21	Community Group	1,568	2	906	73.1%	
14	34	Shan SA	1,432	3	260	450.8%	
15	-	Kirchhoff Consult AG	1,277	1	-	-	
16	18	Sard Verbinen & Co	1,241	1	1,144	8.5%	
17	1	Brunswick Group	923	8	23,569	-96.1%	
18	-	McDougall Communications	725	1	-	-	
19	5	FTI Consulting	721	5	6,813	-89.4%	
20	-	Murray Consultants	575	1	-	-	

PR advisor league table by deal count

Ranking			1H20		1H19		Count change
1H20	1H19	Company name	Value (USDm)	Deal count	Deal count		
1	1	Image Sept	9,180	16	32	-16	
2	2	Brunswick Group	923	8	28	-20	
3	6	DGM Conseil	3,354	7	13	-6	
4	4	Finsbury Hering Schuppener GPG	3,206	7	16	-9	
5	7	Citigate Dewe Rogerson	86	7	13	-6	
6	10	CTCom	1,983	6	7	-1	
7	3	Maitland (AMO)	2,595	5	17	-12	
8	9	FTI Consulting	721	5	7	-2	
9	19	Verbatee	403	5	5	0	
10	17	Publicis Consultants (Publicis/MSLGROUP)	3,928	4	5	-1	
11	8	Kable Communication Finance	26	4	8	-4	
12	26	Image Building	1,634	3	3	0	
13	13	Shan SA	1,432	3	6	-3	
14	62	Charles Barker Corporate Communications	-	3	1	2	
15	12	Headland	1,917	2	6	-4	
16	11	Greenbrook Communications	1,743	2	6	-4	
17	43	Community Group	1,568	2	1	1	
18	20	LLYC	167	2	4	-2	
19	-	Andrew Lloyd & Associates	43	2	-	-	
20	29	Agence Fargo	-	2	3	-1	

League tables

Italy

PR advisor league table by value

Ranking			1H20		1H19		
1H20	1H19	Company name	Value (USDm)	Deal count	Value (USDm)	% Value change	
1	2	Brunswick Group	5,278	2	2,837	86.0%	
2	5	Community Group	4,981	14	1,391	258.1%	
3	7	Image Building	2,114	13	1,165	81.5%	
4	8	Greenbrook Communications	2,071	2	780	165.5%	
5	15	Ad Hoc Communication	2,011	3	384	423.7%	
6	12	Kekst CNC (Publicis)	1,763	2	450	291.8%	
7=	-	Camarco	1,763	1	-	-	
7=	-	Tancredi Intelligent Communication	1,763	1	-	-	
9	1	Barabino & Partners	1,068	18	8,126	-86.9%	
10=	-	Joele Frank Wilkinson Brimmer Katcher	642	2	-	-	
10=	6	Sard Verbinnen & Co	642	2	1,300	-50.6%	
12	-	FinElk	339	1	-	-	
13	19	Close to Media S.r.l.	338	2	201	68.2%	
14	37	Prosek Partners	220	1	-	-	
15	-	IR Top S.r.l.	130	4	-	-	
16	9	Finsbury Hering Schuppener GPG	107	4	687	-84.4%	
17	27	CDR Communication	70	1	20	250.0%	
18	-	Rogers & Cowan	68	1	-	-	
19	-	Cantiere di Comunicazione	49	1	-	-	
20	3	Maitland (AMO)	28	1	1,825	-98.5%	

PR advisor league table by deal count

Ranking			1H20		1H19		
1H20	1H19	Company name	Value (USDm)	Deal count	Deal count	Count change	
1	1	Barabino & Partners	1,068	18	35	-17	
2	2	Community Group	4,981	14	18	-4	
3	4	Image Building	2,114	13	8	5	
4	-	IR Top S.r.l.	130	4	-	-	
5	7	Finsbury Hering Schuppener GPG	107	4	4	0	
6	8	Ad Hoc Communication	2,011	3	4	-1	
7	5	Brunswick Group	5,278	2	4	-2	
8	10	Greenbrook Communications	2,071	2	3	-1	
9	14	Kekst CNC (Publicis)	1,763	2	2	0	
10=	-	Joele Frank Wilkinson Brimmer Katcher	642	2	-	-	
10=	19	Sard Verbinnen & Co	642	2	1	1	
12	3	Close to Media S.r.l.	338	2	9	-7	
13=	-	Camarco	1,763	1	-	-	
13=	-	Tancredi Intelligent Communication	1,763	1	-	-	
15	-	FinElk	339	1	-	-	
16	37	Prosek Partners	220	1	1	0	
17	12	CDR Communication	70	1	3	-2	
18	-	Rogers & Cowan	68	1	-	-	
19	-	Cantiere di Comunicazione	49	1	-	-	
20	6	Maitland (AMO)	28	1	4	-3	

League tables

Spain

PR advisor league table by value

Ranking		Company name	1H20		1H19		% Value change
1H20	1H19		Value (USDm)	Deal count	Value (USDm)		
1	-	Corporate Communications	12,407	1	-	-	
2	4	Kreab	5,803	11	3,795	52.9%	
3	14	Finsbury Hering Schuppener GPG	1,798	2	625	187.7%	
4	1	Sard Verbinen & Co	1,759	2	6,445	-72.7%	
5	11	Estudio de Comunicacion SA	1,333	3	1,910	-30.2%	
6	2	Brunswick Group	1,306	3	4,385	-70.2%	
7	-	GRACosway	971	1	-	-	
8	10	Roman	895	3	1,957	-54.3%	
9	-	Prosek Partners	572	2	-	-	
10	15	Abernathy MacGregor Group (AMO)	502	1	625	-19.7%	
11	-	Gagnier Communications	60	1	-	-	
12	9	LLYC	54	2	2,098	-97.4%	
13	-	IR Top S.r.l.	49	1	-	-	
14	-	Optimum Strategic Communications	34	1	-	-	
15	-	Kable Communication Finance	18	1	-	-	

PR advisor league table by deal count

Ranking		Company name	1H20		1H19		Count change
1H20	1H19		Value (USDm)	Deal count	Deal count		
1	2	Kreab	5,803	11	10	1	
2	13	Estudio de Comunicacion SA	1,333	3	2	1	
3	10	Brunswick Group	1,306	3	3	0	
4	11	Roman	895	3	3	0	
5	7	Barabino & Partners	-	3	4	-1	
6	8	Finsbury Hering Schuppener GPG	1,798	2	4	-2	
7	6	Sard Verbinen & Co	1,759	2	4	-2	
8	-	Prosek Partners	572	2	-	-	
9	1	LLYC	54	2	12	-10	
10=	-	AMO	-	2	-	-	
10=	4	Grupo Albion	-	2	6	-4	
12	-	Corporate Communications	12,407	1	-	-	
13	-	GRACosway	971	1	-	-	
14	22	Abernathy MacGregor Group (AMO)	502	1	1	0	
15	-	Gagnier Communications	60	1	-	-	

League tables

Nordics

PR advisor league table by value

Ranking			1H20		1H19		% Value change
1H20	1H19	Company name	Value (USDm)	Deal count	Value (USDm)		
1	13	Finsbury Hering Schuppener GPG	4,281	3	2,797	53.1%	
2	1	Kekst CNC (Publicis)	3,485	10	28,132	-87.6%	
3	3	Fogel & Partners	2,483	11	21,636	-88.5%	
4	5	FTI Consulting	828	1	15,913	-94.8%	
5	-	McDougall Communications	725	1	-	-	
6=	-	Gasthalter & Co	722	1	-	-	
6=	12	Maitland (AMO)	722	1	3,338	-78.4%	
8	16	Sard Verbinnen & Co	663	1	1,832	-63.8%	
9	4	Brunswick Group	530	3	18,929	-97.2%	
10	-	Headland	397	1	-	-	

PR advisor league table by deal count

Ranking			1H20		1H19		Count change
1H20	1H19	Company name	Value (USDm)	Deal count	Deal count		
1	1	Fogel & Partners	2,483	11	32	-21	
2	2	Kekst CNC (Publicis)	3,485	10	20	-10	
3	4	Finsbury Hering Schuppener GPG	4,281	3	9	-6	
4	3	Brunswick Group	530	3	9	-6	
5	-	Image Sept	300	2	-	-	
6	-	Portland Communications	155	2	-	-	
7	27	Kable Communication Finance	18	2	1	1	
8	6	FTI Consulting	828	1	3	-2	
9	-	McDougall Communications	725	1	-	-	
10=	-	Gasthalter & Co	722	1	-	-	
10=	7	Maitland (AMO)	722	1	3	-2	

League tables

Asia-Pacific (excl. Japan)

PR advisor league table by value

Ranking			1H20		1H19		% Value change
1H20	1H19	Company name	Value (USDm)	Deal count	Value (USDm)		
1	79	Christensen Investor Relations	7,797	5	-	-	
2	4	Sard Verbinnen & Co	5,938	10	8,285	-28.3%	
3	12	Edelman	2,996	4	2,435	23.0%	
4=	7	Citadel Magnus	2,054	5	4,966	-58.6%	
4=	14	Domestique Consulting	2,054	5	1,439	42.7%	
6	5	FTI Consulting	1,987	7	6,234	-68.1%	
7	91	Teneo	1,857	2	-	-	
8	74	Abernathy MacGregor Group (AMO)	1,817	2	-	-	
9	9	SEC Newgate S.p.A.	1,456	2	4,316	-66.3%	
10	38	The Piacente Group	1,386	4	172	705.8%	
11	15	GRACosway	1,318	3	1,329	-0.8%	
12	-	Mendel Communications	728	2	-	-	
13	-	Addo Communications	728	1	-	-	
14	70	Community Group	651	1	7	9200.0%	
15	13	ICR	636	4	1,532	-58.5%	
16	47	MHP Communications	567	3	93	509.7%	
17=	23	Hudson Sandler	538	1	726	-25.9%	
17=	-	Instinctif Partners	538	1	-	-	
19	50	20:20 MSL (Publicis/MSLGROUP)	519	1	81	540.7%	
20	-	Longview Communications & Public Affairs	492	1	-	-	

PR advisor league table by deal count

Ranking			1H20		1H19		Count change
1H20	1H19	Company name	Value (USDm)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	5,938	10	14	-4	
2	2	FTI Consulting	1,987	7	14	-7	
3	3	Brunswick Group	246	7	13	-6	
4	79	Christensen Investor Relations	7,797	5	1	4	
5=	9	Citadel Magnus	2,054	5	6	-1	
5=	11	Domestique Consulting	2,054	5	6	-1	
7	7	Edelman	2,996	4	8	-4	
8	30	The Piacente Group	1,386	4	2	2	
9	13	ICR	636	4	4	0	
10	37	Cannings Purple	305	4	2	2	
11	14	GRACosway	1,318	3	4	-1	
12	56	MHP Communications	567	3	1	2	
13	23	Adfactors PR	379	3	3	0	
14	21	Joele Frank Wilkinson Brimmer Katcher	250	3	3	0	
15	91	Teneo	1,857	2	1	1	
16	74	Abernathy MacGregor Group (AMO)	1,817	2	1	1	
17	6	SEC Newgate S.p.A.	1,456	2	8	-6	
18	-	Mendel Communications	728	2	-	-	
19	-	Westwicke Partners	477	2	-	-	
20	-	Burson Marsteller	237	2	-	-	

League tables

Japan

PR advisor league table by value

Ranking		Company name	1H20		1H19		% Value change
1H20	1H19		Value (USDm)	Deal count	Value (USDm)		
1	-	Gagnier Communications	4,079	2	-	-	-
2	4	Kekst CNC (Publicis)	3,679	4	3,084	19.3%	
3	1	Sard Verbinnen & Co	2,196	5	16,538	-86.7%	
4	2	Brunswick Group	1,278	3	3,349	-61.8%	
5	-	SEC Newgate S.p.A.	575	1	-	-	

PR advisor league table by deal count

Ranking		Company name	1H20		1H19		Count change
1H20	1H19		Value (USDm)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	2,196	5	24	-19	
2	5	Kekst CNC (Publicis)	3,679	4	3	1	
3	4	Brunswick Group	1,278	3	3	0	
4	13	Finsbury Hering Schuppener GPG	514	3	1	2	
5	-	Gagnier Communications	4,079	2	-	-	

Criteria

All data is based on transactions over USD 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 USD 10m. Deals where the effective stake acquired is less than 30% will only be included if the value is greater than USD 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 USD.

Cut off date: 30-Jun-2020

Data correct as of 14-Jul-2020

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