

Global Overview

Full Year 2017

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# PR Advisors

## Global & Regional league tables

# League tables

## Global

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	2	Sard Verbinen & Co	386,513	248	456,418	-15.3%	
2	1	Brunswick Group	345,854	190	525,966	-34.2%	
3	4	Finsbury Hering Schuppener GPG	308,042	165	206,951	48.8%	
4	3	Joele Frank Wilkinson Brimmer Katcher	296,876	156	455,643	-34.8%	
5	7	Kekst (Publicis/MSLGROUP)	240,594	165	103,615	132.2%	
6	5	FTI Consulting	194,188	207	177,480	9.4%	
7	8	Abernathy MacGregor Group (AMO)	93,737	119	101,451	-7.6%	
8	24	Community Group	88,688	33	12,247	624.2%	
9	17	Sloane & Company	81,262	13	23,421	247.0%	
10	6	CNC/JKL (Publicis/MSLGROUP)	77,619	51	148,882	-47.9%	
11	36	Ashton Consulting (AMO)	68,844	6	7,251	849.4%	
12	-	Gladstone Place Partners	68,422	1	-	-	
13	13	Edelman	63,437	88	37,884	67.5%	
14	28	Tulchan Communications	58,785	68	10,419	464.2%	
15	16	Maitland (AMO)	55,303	80	29,346	88.5%	
16	32	Estudio de Comunicacion	49,873	18	8,852	463.4%	
17	35	Hill+Knowlton Strategies	44,539	28	8,450	427.1%	
18	25	Domestique Consulting	43,082	19	12,189	253.4%	
19	14	Newgate Communications	41,610	34	35,614	16.8%	
20	22	Powerscourt	41,536	44	15,597	166.3%	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	2	Sard Verbinen & Co	386,513	248	201	47	
2	3	FTI Consulting	194,188	207	193	14	
3	1	Brunswick Group	345,854	190	205	-15	
4	6	Finsbury Hering Schuppener GPG	308,042	165	111	54	
5	5	Kekst (Publicis/MSLGROUP)	240,594	165	118	47	
6	4	Joele Frank Wilkinson Brimmer Katcher	296,876	156	167	-11	
7	7	Abernathy MacGregor Group (AMO)	93,737	119	84	35	
8	13	Citigate	22,577	104	61	43	
9	8	Edelman	63,437	88	76	12	
10	10	Maitland (AMO)	55,303	80	71	9	
11	11	ICR (Integrated Corporate Relations)	32,429	69	68	1	
12	16	Tulchan Communications	58,785	68	49	19	
13	35	BackBay Communications	2,895	52	25	27	
14	18	CNC/JKL (Publicis/MSLGROUP)	77,619	51	44	7	
15	26	Barabino & Partners	7,730	51	31	20	
16	14	Greenbrook Communications	24,463	50	56	-6	
17	9	Image Sept	36,566	48	72	-24	
18	20	Prosek Partners	9,085	47	39	8	
19	12	Owen Blicksilver Public Relations	8,031	46	65	-19	
20	21	Powerscourt	41,536	44	39	5	

# League tables

## US

### PR advisor league table by value

Ranking			2017		2016		
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)	% Value change	
1	2	Sard Verbinen & Co	352,765	221	400,203	-11.9%	
2	1	Joele Frank Wilkinson Brimmer Katcher	292,535	151	434,555	-32.7%	
3	5	Finsbury Hering Schuppener GPG	240,591	93	119,488	101.4%	
4	8	Kekst (Publicis/MSLGROUP)	207,243	151	89,954	130.4%	
5	3	Brunswick Group	151,833	84	336,212	-54.8%	
6	4	FTI Consulting	110,439	91	156,784	-29.6%	
7	7	Abernathy MacGregor Group (AMO)	92,989	117	100,876	-7.8%	
8	14	Sloane & Company	81,262	13	23,421	247.0%	
9	-	Gladstone Place Partners	68,422	1	-	-	
10	20	Ashton Consulting (AMO)	64,201	5	7,251	785.4%	
11	6	CNC/JKL (Publicis/MSLGROUP)	62,913	22	114,313	-45.0%	
12	13	Edelman	48,135	68	31,277	53.9%	
13	9	ICR (Integrated Corporate Relations)	30,201	62	79,502	-62.0%	
14	11	Weber Shandwick	28,300	23	60,813	-53.5%	
15	16	Powerscourt	16,157	15	13,022	24.1%	
16	173	WMP Eurocom	14,993	1	55	27160.0%	
17	32	Hill+Knowlton Strategies	12,797	10	4,162	207.5%	
18	26	Tulchan Communications	12,081	15	5,538	118.1%	
19	18	Greenbrook Communications	11,838	21	10,850	9.1%	
20	19	Citigate	11,196	20	8,106	38.1%	

### PR advisor league table by deal count

Ranking			2017		2016		
2017	2016	Company name	Value (USD m)	Deal count	Deal count	Count change	
1	1	Sard Verbinen & Co	352,765	221	175	46	
2	2	Joele Frank Wilkinson Brimmer Katcher	292,535	151	162	-11	
3	3	Kekst (Publicis/MSLGROUP)	207,243	151	105	46	
4	5	Abernathy MacGregor Group (AMO)	92,989	117	82	35	
5	10	Finsbury Hering Schuppener GPG	240,591	93	44	49	
6	6	FTI Consulting	110,439	91	76	15	
7	4	Brunswick Group	151,833	84	88	-4	
8	9	Edelman	48,135	68	53	15	
9	8	ICR (Integrated Corporate Relations)	30,201	62	63	-1	
10	13	BackBay Communications	2,895	52	25	27	
11	7	Owen Blicksilver Public Relations	8,031	46	65	-19	
12	12	Prosek Partners	7,987	44	36	8	
13	11	Chris Tofalli Public Relations	4,916	39	42	-3	
14	26	Gasthalter & Co	9,421	31	11	20	
15	27	Stanton Public Relations & Marketing	8,136	27	10	17	
16	17	Weber Shandwick	28,300	23	18	5	
17	16	CNC/JKL (Publicis/MSLGROUP)	62,913	22	18	4	
18	19	Greenbrook Communications	11,838	21	15	6	
19	20	Citigate	11,196	20	14	6	
20	43	Blueshirt Group	2,587	19	6	13	

# League tables

## Europe

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	1	Brunswick Group	259,447	119	280,262	-7.4%	
2	5	FTI Consulting	176,483	154	142,649	23.7%	
3	3	Finsbury Hering Schuppener GPG	175,170	114	195,918	-10.6%	
4	8	Kekst (Publicis/MSLGROUP)	112,453	59	59,775	88.1%	
5	2	Sard Verbinen & Co	93,927	47	209,284	-55.1%	
6	6	Joele Frank Wilkinson Brimmer Katcher	93,157	35	100,286	-7.1%	
7	18	Community Group	88,688	32	11,812	650.8%	
8	4	CNC/JKL (Publicis/MSLGROUP)	73,076	42	148,882	-50.9%	
9	69	Ashton Consulting (AMO)	65,210	2	1,433	4450.6%	
10	11	Maitland (AMO)	55,005	78	25,218	118.1%	
11	24	Estudio de Comunicacion	47,815	17	8,852	440.2%	
12	33	Hill+Knowlton Strategies	43,789	21	6,135	613.8%	
13	23	Tulchan Communications	41,634	60	9,883	321.3%	
14	16	Powerscourt	41,508	42	15,579	166.4%	
15	13	Image Sept	36,566	48	22,131	65.2%	
16	22	LLORENTE & CUENCA (AMO)	35,785	11	9,943	259.9%	
17	19	Edelman	34,380	32	11,092	210.0%	
18	-	Domestique Consulting	26,638	6	-	-	
19	15	Abernathy MacGregor Group (AMO)	25,897	24	18,955	36.6%	
20	12	Greenbrook Communications	24,463	50	22,620	8.1%	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	1	FTI Consulting	176,483	154	158	-4	
2	2	Brunswick Group	259,447	119	144	-25	
3	3	Finsbury Hering Schuppener GPG	175,170	114	96	18	
4	6	Citigate	19,404	91	58	33	
5	4	Maitland (AMO)	55,005	78	70	8	
6	8	Tulchan Communications	41,634	60	48	12	
7	13	Kekst (Publicis/MSLGROUP)	112,453	59	39	20	
8	18	Barabino & Partners	7,730	51	31	20	
9	7	Greenbrook Communications	24,463	50	56	-6	
10	5	Image Sept	36,566	48	70	-22	
11	10	Sard Verbinen & Co	93,927	47	44	3	
12	11	CNC/JKL (Publicis/MSLGROUP)	73,076	42	44	-2	
13	14	Powerscourt	41,508	42	35	7	
14	21	Havas Paris (AMO)	19,697	39	29	10	
15	22	MHP Communications	1,759	39	29	10	
16	17	Joele Frank Wilkinson Brimmer Katcher	93,157	35	32	3	
17	25	Hawthorn	884	34	27	7	
18	9	Instinctif Partners	4,699	33	48	-15	
19	12	Community Group	88,688	32	44	-12	
20	20	Edelman	34,380	32	30	2	

# League tables

## UK

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	4	FTI Consulting	111,798	109	28,003	299.2%	
2	1	Brunswick Group	111,617	57	101,398	10.1%	
3	3	Sard Verbinnen & Co	75,490	22	61,488	22.8%	
4	-	Ashton Consulting (AMO)	65,210	2	-	-	
5	2	Finsbury Hering Schuppener GPG	55,244	59	77,127	-28.4%	
6	9	Maitland (AMO)	42,770	69	10,990	289.2%	
7	10	Tulchan Communications	35,171	58	9,883	255.9%	
8	7	Joele Frank Wilkinson Brimmer Katcher	32,130	18	12,841	150.2%	
9	8	Powerscourt	28,562	26	12,465	129.1%	
10	11	Kekst (Publicis/MSLGROUP)	23,840	30	7,979	198.8%	
11	23	Edelman	17,033	11	4,097	315.7%	
12	6	Greenbrook Communications	12,076	38	18,672	-35.3%	
13	35	Community Group	11,874	7	1,724	588.7%	
14	45	Hudson Sandler	11,395	8	1,205	845.6%	
15	24	Abernathy MacGregor Group (AMO)	10,404	12	3,631	186.5%	
16	-	Hill+Knowlton Strategies	8,231	5	-	-	
17	65	Buchanan Communications	7,283	20	386	1786.8%	
18	20	Bell Pottinger Financial & Corporate	7,077	18	4,744	49.2%	
19	129	Temple Bar Advisory	6,890	16	-	-	
20	39	Teneo Blue Rubicon	6,401	10	1,364	369.3%	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	1	FTI Consulting	111,798	109	101	8	
2	3	Maitland (AMO)	42,770	69	60	9	
3	4	Finsbury Hering Schuppener GPG	55,244	59	53	6	
4	5	Tulchan Communications	35,171	58	48	10	
5	2	Brunswick Group	111,617	57	71	-14	
6	10	Citigate	5,640	40	28	12	
7	6	Greenbrook Communications	12,076	38	46	-8	
8	11	MHP Communications	1,651	35	26	9	
9	24	Kekst (Publicis/MSLGROUP)	23,840	30	12	18	
10	7	Instinctif Partners	4,399	29	43	-14	
11	12	CityPress PR	626	27	24	3	
12	14	Hawthorn	433	27	19	8	
13	9	Powerscourt	28,562	26	28	-2	
14	13	Sard Verbinnen & Co	75,490	22	19	3	
15	23	MC2	54	22	14	8	
16	16	Buchanan Communications	7,283	20	17	3	
17	21	Joele Frank Wilkinson Brimmer Katcher	32,130	18	15	3	
18	8	Bell Pottinger Financial & Corporate	7,077	18	29	-11	
19	15	Redleaf Polhill	1,415	17	17	0	
20	43	Temple Bar Advisory	6,890	16	5	11	

# League tables

## Germany

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	1	Finsbury Hering Schuppener GPG	94,173	37	103,448	-9.0%	
2	2	Brunswick Group	79,198	13	81,341	-2.6%	
3	3	CNC/JKL (Publicis/MSLGROUP)	61,581	23	80,805	-23.8%	
4	5	FTI Consulting	49,620	23	69,999	-29.1%	
5	9	Kekst (Publicis/MSLGROUP)	48,692	7	7,678	534.2%	
6	59	Community Group	42,046	3	10		
7	11	Estudio de Comunicacion	39,502	2	7,475	428.5%	
8	14	Edelman	12,804	7	3,646	251.2%	
9	6	Joele Frank Wilkinson Brimmer Katcher	9,192	3	65,824	-86.0%	
10	25	Maitland (AMO)	8,320	9	1,216	584.2%	
11	46	Camarco	5,917	4	64	9145.3%	
12	-	Breidenstein + Krueger	5,165	1	-	-	
13	17	Greenbrook Communications	4,331	3	2,590	67.2%	
14	18	Gauly Advisors	3,377	9	2,335	44.6%	
15	53	Tulchan Communications	3,079	6	28	10896.4%	
16	36	Cometis	1,337	9	477	180.3%	
17	-	Teneo Strategy	1,331	1	-	-	
18	-	Clermont Partners	796	1	-	-	
19	-	Domestique Consulting	789	2	-	-	
20	24	Powerscourt	752	4	1,249	-39.8%	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	1	Finsbury Hering Schuppener GPG	94,173	37	35	2	
2	4	CNC/JKL (Publicis/MSLGROUP)	61,581	23	22	1	
3	2	FTI Consulting	49,620	23	24	-1	
4	5	Ira Wuelfing Kommunikation	132	18	20	-2	
5	8	Hawthorn	551	14	12	2	
6	3	Brunswick Group	79,198	13	22	-9	
7	6	Charles Barker Corporate Communications	84	11	13	-2	
8	17	Maitland (AMO)	8,320	9	4	5	
9	46	Gauly Advisors	3,377	9	1	8	
10	9	Cometis	1,337	9	8	1	
11	13	Kekst (Publicis/MSLGROUP)	48,692	7	5	2	
12	11	Edelman	12,804	7	7	0	
13	38	Tulchan Communications	3,079	6	2	4	
14	10	Sard Verbinnen & Co	575	6	7	-1	
15	60	Camarco	5,917	4	1	3	
16	33	Powerscourt	752	4	2	2	
17	53	Kirchhoff Consult	53	4	1	3	
18	68	Community Group	42,046	3	1	2	
19	22	Joele Frank Wilkinson Brimmer Katcher	9,192	3	3	0	
20	16	Greenbrook Communications	4,331	3	4	-1	

# League tables

## France

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	4	Brunswick Group	82,597	42	15,213	442.9%	
2	5	Image Sept	36,566	48	13,695	167.0%	
3	18	Kekst (Publicis/MSLGROUP)	35,221	8	2,994	1076.4%	
4	20	Hill+Knowlton Strategies	30,987	3	2,335	12271%	
5	-	Domestique Consulting	25,575	2	-	-	
6	6	Havas Paris (AMO)	17,996	32	10,028	79.5%	
7	7	FTI Consulting	16,989	21	7,888	115.4%	
8	3	Sard Verbinen & Co	10,213	4	16,100	-36.6%	
9	8	Greenbrook Communications	9,490	12	6,847	38.6%	
10	15	Chandos Communications	8,846	1	3,752	135.8%	
11	12	Publicis Consultants (Publicis/MSLGROUP)	8,185	23	4,742	72.6%	
12=	32	Montfort Communications	7,299	1	716	919.4%	
12=	17	SEC	7,299	1	3,486	109.4%	
14	11	Steele & Holt	6,192	12	4,949	25.1%	
15	10	Citigate	5,213	35	5,106	2.1%	
16	24	Powerscourt	3,636	3	1,357	167.9%	
17	9	Maitland (AMO)	3,538	10	5,196	-31.9%	
18	28	Edelman	2,826	9	1,018	177.6%	
19	48	Shan	2,483	18	263	844.1%	
20	1	Finsbury Hering Schuppener GPG	2,228	5	22,466	-90.1%	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	1	Image Sept	36,566	48	67	-19	
2	2	Brunswick Group	82,597	42	48	-6	
3	4	Citigate	5,213	35	25	10	
4	3	Havas Paris (AMO)	17,996	32	28	4	
5	6	Publicis Consultants (Publicis/MSLGROUP)	8,185	23	24	-1	
6	5	FTI Consulting	16,989	21	24	-3	
7	12	Shan	2,483	18	16	2	
8	9	Actus Finance	328	18	18	0	
9	7	HeadLand Consultancy	650	15	24	-9	
10	8	Kable Communication Finance	166	15	22	-7	
11	13	CTCom	776	13	13	0	
12	26	Actifin	653	13	5	8	
13	15	Greenbrook Communications	9,490	12	12	0	
14	10	Steele & Holt	6,192	12	17	-5	
15	20	Maitland (AMO)	3,538	10	6	4	
16	22	Edelman	2,826	9	6	3	
17	21	Kekst (Publicis/MSLGROUP)	35,221	8	6	2	
18	-	Verbatee	567	7	-	-	
19	19	Hawthorn	-	7	7	0	
20	82	Barabino & Partners	1,060	6	1	5	

# League tables

## Italy

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	1	Community Group	36,043	23	10,877	231.4%	
2	-	LLORENTE & CUENCA (AMO)	33,975	1	-	-	
3	2	Brunswick Group	25,930	12	7,594	241.5%	
4	8	Barabino & Partners	7,730	49	3,493	121.3%	
5	5	Image Building	4,130	17	6,235	-33.8%	
6	6	Ad Hoc Communication (AMO)	3,717	10	4,190	-11.3%	
7	-	Sard Verbinnen & Co	2,901	3	-	-	
8	9	Finsbury Hering Schuppener GPG	2,248	6	3,114	-27.8%	
9	46	Havas Paris (AMO)	1,481	2	-	-	
10	-	FinElk	715	5	-	-	
11	-	Citigate	648	4	-	-	
12	18	Image Sept	582	2	684	-14.9%	
13	4	Maitland (AMO)	550	3	6,386	-91.4%	
14	45	Edelman	550	1	-	-	
15	27	Studio Noris Morano	513	4	161	218.6%	
16	10	Moccagatta Associati	454	10	2,814	-83.9%	
17	12	Greenbrook Communications	420	2	2,356	-82.2%	
18	21	Close to Media	375	8	244	53.7%	
19	11	FTI Consulting	348	2	2,387	-85.4%	
20	-	Temple Bar Advisory	337	1	-	-	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	2	Barabino & Partners	7,730	49	31	18	
2	1	Community Group	36,043	23	41	-18	
3	3	Image Building	4,130	17	21	-4	
4	4	Brunswick Group	25,930	12	12	0	
5	5	Ad Hoc Communication (AMO)	3,717	10	10	0	
6	14	Moccagatta Associati	454	10	4	6	
7	11	Close to Media	375	8	5	3	
8	13	Finsbury Hering Schuppener GPG	2,248	6	4	2	
9	-	FinElk	715	5	-	-	
10	-	Citigate	648	4	-	-	
11	25	Studio Noris Morano	513	4	2	2	
12	15	SEC	315	4	4	0	
13	9	IR Top	42	4	9	-5	
14	-	Sard Verbinnen & Co	2,901	3	-	-	
15	7	Maitland (AMO)	550	3	9	-6	
16	29	Havas Paris (AMO)	1,481	2	2	0	
17	17	Image Sept	582	2	4	-2	
18	6	Greenbrook Communications	420	2	10	-8	
19	8	FTI Consulting	348	2	9	-7	
20	24	HeadLand Consultancy	291	2	2	0	



# League tables

## Asia-Pacific (excl. Japan)

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	1	Brunswick Group	68,402	43	117,355	-41.7%	
2	12	Domestique Consulting	42,534	18	12,189	249.0%	
3	6	Newgate Communications	38,960	23	20,889	86.5%	
4	9	Kekst (Publicis/MSLGROUP)	27,316	7	13,220	106.6%	
5	47	Hill+Knowlton Strategies	26,346	8	505	5117.0%	
6	28	Image Sept	24,598	2	1,198	1953.3%	
7	43	Tulchan Communications	22,787	13	611	3629.5%	
8	50	Teneo Strategy	21,285	6	362	5779.8%	
9	2	Sard Verbinnen & Co	18,965	36	72,121	-73.7%	
10	89	Maitland (AMO)	17,532	5	77	22668.8%	
11	14	GRACosway	16,720	10	9,611	74.0%	
12	7	Finsbury Hering Schuppener GPG	13,577	20	20,528	-33.9%	
13	5	FTI Consulting	12,493	25	30,343	-58.8%	
14	10	Edelman	7,800	22	13,143	-40.7%	
15	8	CNC/JKL (Publicis/MSLGROUP)	5,632	5	16,106	-65.0%	
16	18	Citadel Magnus	5,421	32	5,603	-3.2%	
17	75	Citigate	5,005	15	136	3580.1%	
18	-	Longview Communications	4,747	2	-	-	
19	91	Powerscourt	3,405	4	71	4695.8%	
20=	3	Dynamics Group	3,208	1	45,860	-93.0%	
20=	-	Hallvarsson & Halvarsson (AMO)	3,208	1	-	-	
20=	-	Teneo Blue Rubicon	3,208	1	-	-	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	1	Brunswick Group	68,402	43	42	1	
2	3	Sard Verbinnen & Co	18,965	36	33	3	
3	4	Citadel Magnus	5,421	32	25	7	
4	2	FTI Consulting	12,493	25	35	-10	
5	6	Newgate Communications	38,960	23	19	4	
6	5	Edelman	7,800	22	22	0	
7	7	Finsbury Hering Schuppener GPG	13,577	20	19	1	
8	13	Domestique Consulting	42,534	18	11	7	
9	56	Citigate	5,005	15	2	13	
10	47	Tulchan Communications	22,787	13	2	11	
11	17	Cannings/Cannings Purple	889	12	7	5	
12	10	GRACosway	16,720	10	13	-3	
13	12	Adfactors PR	2,030	10	11	-1	
14	37	Hill+Knowlton Strategies	26,346	8	3	5	
15	15	ICR (Integrated Corporate Relations)	1,807	8	9	-1	
16	19	Bell Pottinger Financial & Corporate	376	8	6	2	
17	11	Kekst (Publicis/MSLGROUP)	27,316	7	11	-4	
18	85	Teneo Strategy	21,285	6	1	5	
19	25	Financial PR	115	6	5	1	
20	60	Maitland (AMO)	17,532	5	2	3	

# League tables

## Japan

### PR advisor league table by value

Ranking			2017		2016		% Value change
2017	2016	Company name	Value (USD m)	Deal count	Value (USD m)		
1	3	Finsbury Hering Schuppener GPG	26,523	17	33,056	-19.8%	
2	1	Sard Verbinnen & Co	20,450	18	46,358	-55.9%	
3	2	Brunswick Group	12,602	5	41,868	-69.9%	
4	7	Joele Frank Wilkinson Brimmer Katcher	4,893	1	4,938	-0.9%	
5	8	Edelman	4,395	7	2,160	103.5%	
6	4	Ashton Consulting (AMO)	3,634	4	7,251	-49.9%	
7	12	CNC/JKL (Publicis/MSLGROUP)	3,300	4	390	746.2%	
8	-	Gasthalter & Co	3,300	1	-	-	
9	-	Teneo Blue Rubicon	1,089	1	-	-	
10	5	Newgate Communications	952	2	6,641	-85.7%	
11	-	Haggie Partners	952	1	-	-	
12	-	Lazar Partners	885	1	-	-	
13	-	Financial & Corporate Relations (AMO)	761	1	-	-	
14	-	Hayden Communications	626	1	-	-	
15	-	Ad Hoc Communication (AMO)	550	1	-	-	
16	-	Stanton Public Relations & Marketing	469	2	-	-	
17	-	Tulchan Communications	400	1	-	-	
18	24	Abernathy MacGregor Group (AMO)	375	3	-	-	
19	17	Maitland (AMO)	301	2	146	106.2%	
20	-	High Point Communications	291	1	-	-	

### PR advisor league table by deal count

Ranking			2017		2016		Count change
2017	2016	Company name	Value (USD m)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	20,450	18	10	8	
2	4	Finsbury Hering Schuppener GPG	26,523	17	3	14	
3	5	Edelman	4,395	7	3	4	
4	2	Brunswick Group	12,602	5	8	-3	
5	3	Ashton Consulting (AMO)	3,634	4	5	-1	
6	14	CNC/JKL (Publicis/MSLGROUP)	3,300	4	1	3	
7	24	Abernathy MacGregor Group (AMO)	375	3	1	2	
8	22	Citigate	107	3	1	2	
9	7	Newgate Communications	952	2	2	0	
10	-	Stanton Public Relations & Marketing	469	2	-	-	
11	17	Maitland (AMO)	301	2	1	1	
12	-	Hill+Knowlton Strategies	243	2	-	-	
13	-	Prosek Partners	-	2	-	-	
14	9	Joele Frank Wilkinson Brimmer Katcher	4,893	1	2	-1	
15	-	Gasthalter & Co	3,300	1	-	-	
16	-	Teneo Blue Rubicon	1,089	1	-	-	
17	-	Haggie Partners	952	1	-	-	
18	-	Lazar Partners	885	1	-	-	
19	-	Financial & Corporate Relations (AMO)	761	1	-	-	
20	-	Hayden Communications	626	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 effective 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. Equal rankings are based on having both identical values and deal counts reported in one table.

All values are in US\$.  
Data correct as of 22-Jan-2018

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