

Global Overview

2020

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# PR Advisors

## Global & Regional league tables

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# League tables

## Global

### PR advisor league table by value

Ranking		Company name	2020		2019		% Value change
2020	2019		Value (USDm)	Deal count	Value (USDm)		
1	2	Joele Frank Wilkinson Brimmer Katcher	375,871	167	522,938	-28.1%	
2	1	Sard Verbinnen & Co	347,791	221	556,513	-37.5%	
3	3	Brunswick Group	324,630	180	419,918	-22.7%	
4	5	Finsbury Glover Hering	295,032	177	220,562	33.8%	
5	4	Kekst CNC (Publicis)	158,231	164	410,388	-61.4%	
6	8	FTI Consulting	110,130	162	117,596	-6.3%	
7	10	Community Group	88,934	52	77,716	14.4%	
8	23	Barabino & Partners	69,594	82	21,162	228.9%	
9	9	Edelman	59,247	72	79,539	-25.5%	
10	6	Abernathy MacGregor Group (AMO)	57,115	125	207,123	-72.4%	
11	12	Teneo	52,783	34	62,510	-15.6%	
12	27	ICR	51,319	72	15,570	229.6%	
13	15	Prosek Partners	47,150	70	37,735	25.0%	
14	38	Havas Paris (AMO)	44,464	13	8,889	400.2%	
15	14	Image Sept	43,266	40	46,835	-7.6%	
16	13	Gladstone Place Partners	40,639	15	62,277	-34.7%	
17	47	Estudio de Comunicacion SA	39,324	12	7,262	441.5%	
18	7	Maitland (AMO)	34,435	104	141,970	-75.7%	
19	20	Longview Communications & Public Affairs	30,272	23	26,633	13.7%	
20	11	Greenbrook Communications	29,155	72	63,283	-53.9%	

### PR advisor league table by deal count

Ranking		Company name	2020		2019		Count change
2020	2019		Value (USDm)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	347,791	221	249	-28	
2	6	Brunswick Group	324,630	180	165	15	
3	3	Finsbury Glover Hering	295,032	177	200	-23	
4	5	Joele Frank Wilkinson Brimmer Katcher	375,871	167	178	-11	
5	2	Kekst CNC (Publicis)	158,231	164	238	-74	
6	4	FTI Consulting	110,130	162	182	-20	
7	10	Abernathy MacGregor Group (AMO)	57,115	125	84	41	
8	7	Maitland (AMO)	34,435	104	111	-7	
9	22	BackBay Communications	9,993	88	50	38	
10	11	Lambert & Co	10,069	86	83	3	
11	8	Barabino & Partners	69,594	82	110	-28	
12	13	Edelman	59,247	72	67	5	
13	23	ICR	51,319	72	47	25	
14	16	Greenbrook Communications	29,155	72	61	11	
15	19	Prosek Partners	47,150	70	57	13	
16	9	Citigate Dewe Rogerson	4,266	56	85	-29	
17	20	Community Group	88,934	52	54	-2	
18	36	DGM Conseil	12,531	52	23	29	
19	17	Tulchan Communications	20,139	47	59	-12	
20	21	IWK (formerly Ira Wülfing Kommunikation)	5,931	42	52	-10	

# League tables

## US

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	1	Sard Verbinnen & Co	332,226	192	521,960	-36.4%	
2	2	Joele Frank Wilkinson Brimmer Katcher	323,598	153	520,564	-37.8%	
3	6	Finsbury Glover Hering	192,413	108	174,712	10.1%	
4	4	Brunswick Group	178,239	81	235,764	-24.4%	
5	3	Kekst CNC (Publicis)	108,475	122	300,470	-63.9%	
6	13	Community Group	73,444	16	36,621	100.6%	
7	9	FTI Consulting	59,871	77	52,192	14.7%	
8	5	Abernathy MacGregor Group (AMO)	56,494	117	197,505	-71.4%	
9	28	Barabino & Partners	56,021	16	10,064	456.6%	
10	8	Edelman	53,203	56	59,983	-11.3%	
11	23	ICR	50,346	66	13,462	274.0%	
12	14	Prosek Partners	44,604	59	34,947	27.6%	
13	11	Teneo	40,178	11	44,953	-10.6%	
14	10	Gladstone Place Partners	40,009	13	50,989	-21.5%	
15	18	Gasthalter & Co	22,684	36	21,596	5.0%	
16	67	Weber Shandwick	19,689	6	1,876	949.5%	
17	-	D.F. King & Co	14,753	1	-	-	
18	7	Maitland (AMO)	14,172	22	111,624	-87.3%	
19	38	Image Sept	12,856	11	5,567	130.9%	
20	19	Sloane & Company	12,737	13	19,896	-36.0%	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	332,226	192	218	-26	
2	3	Joele Frank Wilkinson Brimmer Katcher	323,598	153	172	-19	
3	2	Kekst CNC (Publicis)	108,475	122	181	-59	
4	6	Abernathy MacGregor Group (AMO)	56,494	117	79	38	
5	4	Finsbury Glover Hering	192,413	108	104	4	
6	5	Lambert & Co	10,069	85	83	2	
7	12	BackBay Communications	9,979	85	47	38	
8	7	Brunswick Group	178,239	81	70	11	
9	8	FTI Consulting	59,871	77	66	11	
10	13	ICR	50,346	66	42	24	
11	11	Prosek Partners	44,604	59	52	7	
12	14	Edelman	53,203	56	41	15	
13	16	Gasthalter & Co	22,684	36	33	3	
14	10	Chris Tofalli Public Relations	576	35	57	-22	
15	17	Greenbrook Communications	10,906	29	28	1	
16	9	Stanton Public Relations & Marketing	2,614	26	61	-35	
17	15	Maitland (AMO)	14,172	22	33	-11	
18	22	Gagnier Communications	7,061	22	17	5	
19	24	Community Group	73,444	16	15	1	
20	18	Barabino & Partners	56,021	16	24	-8	

# League tables

## Europe

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	2	Brunswick Group	237,106	128	155,333	52.6%	
2	4	Finsbury Glover Hering	190,887	106	124,062	53.9%	
3	1	Sard Verbinnen & Co	141,999	56	186,902	-24.0%	
4	11	Joele Frank Wilkinson Brimmer Katcher	128,604	33	46,234	178.2%	
5	3	Kekst CNC (Publicis)	100,421	71	124,801	-19.5%	
6	6	FTI Consulting	88,571	111	98,239	-9.8%	
7	8	Community Group	88,283	51	55,422	59.3%	
8	18	Barabino & Partners	63,798	78	18,162	251.3%	
9	31	Havas Paris (AMO)	44,464	13	8,889	400.2%	
10	10	Image Sept	43,266	40	46,835	-7.6%	
11	39	Estudio de Comunicacion SA	39,324	12	7,262	441.5%	
12	9	Maitland (AMO)	31,164	100	52,498	-40.6%	
13	12	Teneo	29,175	30	45,296	-35.6%	
14	7	Greenbrook Communications	28,655	68	62,983	-54.5%	
15	17	Edelman	20,718	27	19,494	6.3%	
16	16	Tulchan Communications	19,914	45	26,409	-24.6%	
17	51	Grupo Albion	16,303	10	3,171	414.1%	
18	60	LLYC	13,035	23	2,444	433.3%	
19	52	Roman	12,864	14	3,109	313.8%	
20	26	DGM Conseil	12,531	52	11,635	7.7%	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	3	Brunswick Group	237,106	128	122	6	
2	2	FTI Consulting	88,571	111	142	-31	
3	1	Finsbury Glover Hering	190,887	106	145	-39	
4	6	Maitland (AMO)	31,164	100	104	-4	
5	5	Barabino & Partners	63,798	78	108	-30	
6	4	Kekst CNC (Publicis)	100,421	71	112	-41	
7	11	Greenbrook Communications	28,655	68	59	9	
8	10	Sard Verbinnen & Co	141,999	56	60	-4	
9	7	Citigate Dewe Rogerson	4,132	53	83	-30	
10	26	DGM Conseil	12,531	52	23	29	
11	14	Community Group	88,283	51	50	1	
12	12	Tulchan Communications	19,914	45	54	-9	
13	13	IWK (formerly Ira Wülfing Kommunikation)	5,931	42	52	-10	
14	8	Image Sept	43,266	40	75	-35	
15	9	Fogel & Partners	10,064	34	62	-28	
16	25	Joele Frank Wilkinson Brimmer Katcher	128,604	33	23	10	
17	21	MHP Communications	5,747	33	28	5	
18	29	Teneo	29,175	30	20	10	
19	15	Powerscourt	3,978	29	44	-15	
20	20	Edelman	20,718	27	28	-1	

# League tables

## UK

### PR advisor league table by value

Ranking			2020		2019		
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)	% Value change	
1	1	Brunswick Group	136,889	78	63,461	115.7%	
2	6	Sard Verbinnen & Co	104,746	19	30,262	246.1%	
3	16	Joele Frank Wilkinson Brimmer Katcher	86,220	19	8,221	948.8%	
4	2	Finsbury Glover Hering	79,025	47	49,385	60.0%	
5	3	FTI Consulting	55,459	69	44,670	24.2%	
6	11	Community Group	54,572	7	25,153	117.0%	
7	24	Barabino & Partners	47,585	12	3,598	1222.5%	
8	8	Kekst CNC (Publicis)	40,221	23	29,328	37.1%	
9	5	Maitland (AMO)	26,639	74	30,494	-12.6%	
10	4	Teneo	21,123	26	44,627	-52.7%	
11	10	Tulchan Communications	19,530	43	26,409	-26.0%	
12	7	Greenbrook Communications	10,081	46	30,030	-66.4%	
13	39	Havas Paris (AMO)	8,954	3	1,194	649.9%	
14	138	ICR	7,165	4	-	-	
15	80	Hirzel.Neef.Schmid.Counselors (AMO)	7,159	1	134	5242.5%	
16	37	Montfort Communications	7,151	8	1,382	417.4%	
17	55	Citadel Magnus	5,973	3	578	933.4%	
18=	-	Domestique Consulting	5,841	1	-	-	
18=	35	Estudio de Comunicacion SA	5,841	1	1,795	225.4%	
20	18	Camarco	5,836	18	7,998	-27.0%	

### PR advisor league table by deal count

Ranking			2020		2019		
2020	2019	Company name	Value (USDm)	Deal count	Deal count	Count change	
1	3	Brunswick Group	136,889	78	60	18	
2	2	Maitland (AMO)	26,639	74	73	1	
3	1	FTI Consulting	55,459	69	95	-26	
4	5	Finsbury Glover Hering	79,025	47	47	0	
5	6	Greenbrook Communications	10,081	46	43	3	
6	4	Tulchan Communications	19,530	43	52	-9	
7	11	MHP Communications	5,652	29	27	2	
8	7	Citigate Dewe Rogerson	2,887	29	39	-10	
9	19	Teneo	21,123	26	17	9	
10	12	CityPress PR	720	25	23	2	
11	8	Kekst CNC (Publicis)	40,221	23	35	-12	
12	10	Powerscourt	3,552	23	27	-4	
13	17	Buchanan Communications	1,678	22	19	3	
14	16	Sard Verbinnen & Co	104,746	19	20	-1	
15	27	Joele Frank Wilkinson Brimmer Katcher	86,220	19	9	10	
16	13	Camarco	5,836	18	22	-4	
17	22	Headland	3,764	17	11	6	
18	9	Instinctif Partners	1,791	13	30	-17	
19	21	Barabino & Partners	47,585	12	13	-1	
20	23	Prosek Partners	4,122	12	11	1	

# League tables

## Ireland

### PR advisor league table by value

Ranking		Company name	2020		2019		% Value change
2020	2019		Value (USDm)	Deal count	Value (USDm)		
1	3	Drury Communications	6,944	5	14,696	-52.7%	
2	5	Finsbury Glover Hering	4,393	3	10,699	-58.9%	
3	16	MHP Communications	2,238	7	230	873.0%	
4	8	Joele Frank Wilkinson Brimmer Katcher	2,238	4	2,310	-3.1%	
5	-	Gladstone Place Partners	1,800	2	-	-	
6	4	FTI Consulting	1,194	11	12,213	-90.2%	
7	2	Abernathy MacGregor Group (AMO)	734	3	86,270	-99.1%	
8	15	Brunswick Group	708	3	232	205.2%	
9	-	Roman	708	1	-	-	
10	13	DGM Conseil	536	2	336	59.5%	

### PR advisor league table by deal count

Ranking		Company name	2020		2019		Count change
2020	2019		Value (USDm)	Deal count	Deal count		
1	3	FTI Consulting	1,194	11	6	5	
2	14	MHP Communications	2,238	7	2	5	
3	2	Drury Communications	6,944	5	8	-3	
4	11	Joele Frank Wilkinson Brimmer Katcher	2,238	4	2	2	
5	15	Murray Consultants	59	4	2	2	
6	-	Reputation	-	4	-	-	
7	4	Finsbury Glover Hering	4,393	3	4	-1	
8	21	Abernathy MacGregor Group (AMO)	734	3	1	2	
9	13	Brunswick Group	708	3	2	1	
10	31	Teneo	431	3	1	2	

# League tables

## Germany

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	2	Finsbury Glover Hering	79,580	36	45,282	75.7%	
2	3	Brunswick Group	49,377	18	13,532	264.9%	
3	5	FTI Consulting	27,236	17	9,183	196.6%	
4	4	Joele Frank Wilkinson Brimmer Katcher	24,591	6	9,612	155.8%	
5	1	Kekst CNC (Publicis)	22,455	17	51,426	-56.3%	
6	7	Community Group	18,841	2	5,603	236.3%	
7	17	Gauly Advisors	10,710	5	850	1160.0%	
8	6	Sard Verbinnen & Co	8,804	6	8,165	7.8%	
9	59	Havas Paris (AMO)	8,400	1	-	-	
10	-	Grupo Albion	4,709	1	-	-	
11	14	Greenbrook Communications	4,225	7	1,275	231.4%	
12	33	Kirchhoff Consult AG	2,845	3	187	1421.4%	
13	42	Edelman	2,728	2	91	2897.8%	
14	27	DGM Conseil	2,253	9	374	502.4%	
15	30	Tulchan Communications	1,691	5	305	454.4%	
16	61	Optimum Strategic Communications	1,429	1	-	-	
17	11	Charles Barker Corporate Communications	1,412	19	2,974	-52.5%	
18	74	Headland	1,389	4	-	-	
19	12	Maitland (AMO)	1,329	7	1,525	-12.9%	
20	77	LLYC	1,315	3	-	-	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	1	Finsbury Glover Hering	79,580	36	51	-15	
2	2	IWK (formerly Ira Wülfing Kommunikation)	112	29	38	-9	
3	6	Charles Barker Corporate Communications	1,412	19	14	5	
4	5	Brunswick Group	49,377	18	14	4	
5	4	FTI Consulting	27,236	17	24	-7	
6	3	Kekst CNC (Publicis)	22,455	17	33	-16	
7	44	DGM Conseil	2,253	9	1	8	
8	71	Crossalliance communications	289	8	1	7	
9	11	Greenbrook Communications	4,225	7	7	0	
10	7	Maitland (AMO)	1,329	7	12	-5	
11	20	Joele Frank Wilkinson Brimmer Katcher	24,591	6	3	3	
12	12	Sard Verbinnen & Co	8,804	6	6	0	
13	18	Gauly Advisors	10,710	5	4	1	
14	15	Tulchan Communications	1,691	5	5	0	
15	9	Hawthorn	205	5	11	-6	
16	8	Image Sept	-	5	11	-6	
17	74	Headland	1,389	4	1	3	
18	48	Kirchhoff Consult AG	2,845	3	1	2	
19	77	LLYC	1,315	3	1	2	
20	45	Trophic Communications	487	3	1	2	



# League tables

## France

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	12	Havas Paris (AMO)	44,464	13	7,971	457.8%	
2	1	Brunswick Group	41,998	26	56,793	-26.1%	
3	2	Image Sept	39,937	38	46,639	-14.4%	
4	14	Kekst CNC (Publicis)	29,239	6	5,761	407.5%	
5	20	Estudio de Comunicacion SA	26,335	2	2,824	832.5%	
6	4	Sard Verbinnen & Co	14,448	9	39,310	-63.2%	
7	6	Finsbury Glover Hering	12,931	12	18,158	-28.8%	
8	10	Maitland (AMO)	12,473	28	9,325	33.8%	
9	8	DGM Conseil	11,886	48	11,635	2.2%	
10	-	FinElk	10,330	2	-	-	
11	3	Community Group	9,816	5	40,166	-75.6%	
12	16	Publicis Consultants (Publicis/MSLGROUP)	9,753	10	4,672	108.8%	
13	34	Joele Frank Wilkinson Brimmer Katcher	8,448	2	882	857.8%	
14	13	Greenbrook Communications	7,362	11	6,965	5.7%	
15	-	Teneo	6,990	6	-	-	
16	28	LLYC	6,414	12	1,556	312.2%	
17	-	Strategic Public Relations Group	6,186	1	-	-	
18	17	CTCom	5,277	12	3,935	34.1%	
19	25	Barabino & Partners	5,170	2	2,008	157.5%	
20	18	Headland	4,524	10	3,710	21.9%	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	7	DGM Conseil	11,886	48	23	25	
2	1	Image Sept	39,937	38	71	-33	
3	6	Maitland (AMO)	12,473	28	25	3	
4	2	Brunswick Group	41,998	26	39	-13	
5	3	Citigate Dewe Rogerson	1,216	18	31	-13	
6	5	Havas Paris (AMO)	44,464	13	27	-14	
7	8	FTI Consulting	1,987	13	20	-7	
8	13	Kable Communication Finance	129	13	13	0	
9	4	Finsbury Glover Hering	12,931	12	28	-16	
10	25	LLYC	6,414	12	5	7	
11	12	CTCom	5,277	12	13	-1	
12	19	Greenbrook Communications	7,362	11	8	3	
13	11	Publicis Consultants (Publicis/MSLGROUP)	9,753	10	13	-3	
14	9	Headland	4,524	10	17	-7	
15	14	Sard Verbinnen & Co	14,448	9	11	-2	
16	24	Verbatee	553	7	6	1	
17	15	Kekst CNC (Publicis)	29,239	6	10	-4	
18	-	Teneo	6,990	6	-	-	
19	16	Shan SA	1,452	6	9	-3	
20	31	NewCap	649	6	4	2	

# League tables

## Italy

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	1	Barabino & Partners	25,135	75	14,968	67.9%	
2	7	Finsbury Glover Hering	21,758	14	1,763	1134.1%	
3	3	Community Group	16,693	45	3,837	335.1%	
4	5	Brunswick Group	11,855	7	2,806	322.5%	
5	-	Tancredi Intelligent Communication	11,131	6	-	-	
6	27	Teneo	5,153	2	97	5212.4%	
7	14	Havas Paris (AMO)	5,153	1	523	885.3%	
8	18	Ad Hoc Communication	3,582	12	384	832.8%	
9	4	Image Building	2,895	19	3,778	-23.4%	
10	12	Kekst CNC (Publicis)	2,495	4	552	352.0%	
11	11	Greenbrook Communications	2,071	3	787	163.2%	
12	-	LLYC	1,913	2	-	-	
13	55	Prosek Partners	1,888	3	-	-	
14	20	Camarco	1,763	2	284	520.8%	
15	6	Sard Verbinnen & Co	1,299	4	2,380	-45.4%	
16	51	Joele Frank Wilkinson Brimmer Katcher	690	3	-	-	
17=	-	Consilium Strategic Communications	610	1	-	-	
17=	-	Deekeling Arndt Advisors in Communications (AMO)	610	1	-	-	
17=	-	Havas PR	610	1	-	-	
20	-	Montfort Communications	577	2	-	-	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	1	Barabino & Partners	25,135	75	99	-24	
2	2	Community Group	16,693	45	39	6	
3	3	Image Building	2,895	19	21	-2	
4	5	Finsbury Glover Hering	21,758	14	10	4	
5	13	Ad Hoc Communication	3,582	12	4	8	
6	23	IR Top S.r.l.	222	8	2	6	
7	9	Brunswick Group	11,855	7	6	1	
8	-	Tancredi Intelligent Communication	11,131	6	-	-	
9	6	Maitland (AMO)	550	6	9	-3	
10	4	Close to Media S.r.l.	447	6	15	-9	
11	14	Kekst CNC (Publicis)	2,495	4	3	1	
12	10	Sard Verbinnen & Co	1,299	4	5	-1	
13	11	CDR Communication	119	4	5	-1	
14	12	Greenbrook Communications	2,071	3	4	-1	
15	55	Prosek Partners	1,888	3	1	2	
16	51	Joele Frank Wilkinson Brimmer Katcher	690	3	1	2	
17	-	FinElk	549	3	-	-	
18	16	SEC Newgate S.p.A.	33	3	3	0	
19	33	Teneo	5,153	2	1	1	
20	-	LLYC	1,913	2	-	-	

# League tables

## Spain

### PR advisor league table by value

Ranking		Company name	2020		2019		% Value change
2020	2019		Value (USDm)	Deal count	Value (USDm)		
1	16	Finsbury Glover Hering	29,339	9	1,455	1916.4%	
2	1	Brunswick Group	15,334	14	8,790	74.4%	
3	10	Roman	12,864	14	3,109	313.8%	
4	3	Kreab	11,269	26	7,073	59.3%	
5	8	Grupo Albion	10,301	7	3,171	224.9%	
6	4	Estudio de Comunicacion SA	7,256	9	4,815	50.7%	
7	11	Greenbrook Communications	6,129	4	2,611	134.7%	
8	2	Sard Verbinnen & Co	3,885	6	8,210	-52.7%	
9	12	FTI Consulting	2,572	7	2,561	0.4%	
10	13	LLYC	2,072	9	2,444	-15.2%	
11	-	Optimum Strategic Communications	1,911	2	-	-	
12	23	Atrevia	1,877	3	368	410.1%	
13	-	Twister Communications Group spa	1,539	1	-	-	
14	15	DGM Conseil	1,404	3	1,726	-18.7%	
15	7	Maitland (AMO)	1,029	3	3,609	-71.5%	

### PR advisor league table by deal count

Ranking		Company name	2020		2019		Count change
2020	2019		Value (USDm)	Deal count	Deal count		
1	1	Kreab	11,269	26	31	-5	
2	8	Brunswick Group	15,334	14	6	8	
3	11	Roman	12,864	14	5	9	
4	3	Finsbury Glover Hering	29,339	9	11	-2	
5	10	Estudio de Comunicacion SA	7,256	9	5	4	
6	2	LLYC	2,072	9	18	-9	
7	7	Grupo Albion	10,301	7	7	0	
8	14	FTI Consulting	2,572	7	3	4	
9	4	Sard Verbinnen & Co	3,885	6	8	-2	
10	6	Barabino & Partners	37	5	7	-2	
11	9	Greenbrook Communications	6,129	4	6	-2	
12	13	Atrevia	1,877	3	4	-1	
13	29	DGM Conseil	1,404	3	1	2	
14	5	Maitland (AMO)	1,029	3	8	-5	
15	-	Duomo Comunicacion	666	3	-	-	

# League tables

## Nordics

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	14	Finsbury Glover Hering	27,596	12	3,053	803.9%	
2	4	Brunswick Group	18,719	13	24,029	-22.1%	
3	3	Greenbrook Communications	16,831	18	26,753	-37.1%	
4	1	Kekst CNC (Publicis)	15,999	23	34,325	-53.4%	
5	21	Hallvarsson & Halvarsson (AMO)	10,247	14	1,302	687.0%	
6	2	Fogel & Partners	10,064	32	29,686	-66.1%	
7	31	Tulchan Communications	9,678	8	254	3710.2%	
8	38	Barabino & Partners	9,574	4	68	13979.4%	
9	36	Edelman	9,520	2	92	10247.8%	
10	6	Joele Frank Wilkinson Brimmer Katcher	9,200	2	16,883	-45.5%	
11	48	BackBay Communications	4,240	3	7	60471.4%	
12	13	Maitland (AMO)	3,810	7	3,431	11.0%	
13	15	Sard Verbinnen & Co	3,163	4	2,587	22.3%	
14	25	Havas Paris (AMO)	2,808	2	784	258.2%	
15=	-	CTCom	2,742	1	-	-	
15=	-	PLEAD	2,742	1	-	-	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	1	Fogel & Partners	10,064	32	60	-28	
2	2	Kekst CNC (Publicis)	15,999	23	35	-12	
3	6	Greenbrook Communications	16,831	18	9	9	
4	15	Hallvarsson & Halvarsson (AMO)	10,247	14	3	11	
5	3	Brunswick Group	18,719	13	14	-1	
6	5	Finsbury Glover Hering	27,596	12	12	0	
7	12	Tulchan Communications	9,678	8	4	4	
8	7	Maitland (AMO)	3,810	7	9	-2	
9	4	FTI Consulting	1,112	5	13	-8	
10	42	Barabino & Partners	9,574	4	1	3	
11	8	Sard Verbinnen & Co	3,163	4	6	-2	
12	39	Kable Communication Finance	121	4	1	3	
13	9	IWK (formerly Ira Wülfing Kommunikation)	-	4	5	-1	
14	49	BackBay Communications	4,240	3	1	2	
15	18	Grupo Albion	1,691	3	2	1	

# League tables

## Asia-Pacific (excl. Japan)

### PR advisor league table by value

Ranking			2020		2019		% Value change
2020	2019	Company name	Value (USDm)	Deal count	Value (USDm)		
1	1	Brunswick Group	42,211	32	44,057	-4.2%	
2	4	Sard Verbinnen & Co	36,171	37	21,173	70.8%	
3	10	Joele Frank Wilkinson Brimmer Katcher	12,889	10	7,263	77.5%	
4	9	Citadel Magnus	11,015	21	8,745	26.0%	
5	-	Roman	10,867	6	-	-	
6	12	Domestique Consulting	9,429	14	4,203	124.3%	
7	17	Ever Bloom Communications Consultant Group	9,161	20	2,963	209.2%	
8	2	Finsbury Glover Hering	8,627	13	28,396	-69.6%	
9	5	FTI Consulting	8,469	25	13,474	-37.1%	
10	6	Kekst CNC (Publicis)	8,363	11	12,111	-30.9%	
11	108	Christensen Investor Relations	7,920	8	-	-	
12	19	Edelman	7,835	9	2,640	196.8%	
13	50	Strategic Public Relations Group	7,413	5	343	2061.2%	
14	67	Estudio de Comunicacion SA	6,551	3	115	5596.5%	
15	125	Publicis Consultants (Publicis/MSLGROUP)	5,525	3	-	-	
16	38	Adfactors PR	4,713	11	660	614.1%	
17	8	SEC Newgate S.p.A.	4,556	5	9,664	-52.9%	
18	-	Kreab	3,912	4	-	-	
19	22	Community Group	3,748	3	2,207	69.8%	
20	25	Teneo	3,477	5	1,127	208.5%	

### PR advisor league table by deal count

Ranking			2020		2019		Count change
2020	2019	Company name	Value (USDm)	Deal count	Deal count		
1	3	Sard Verbinnen & Co	36,171	37	25	12	
2	4	Brunswick Group	42,211	32	23	9	
3	1	FTI Consulting	8,469	25	33	-8	
4	6	Citadel Magnus	11,015	21	18	3	
5	32	Ever Bloom Communications Consultant Group	9,161	20	3	17	
6	8	Domestique Consulting	9,429	14	12	2	
7	2	Finsbury Glover Hering	8,627	13	25	-12	
8	5	Kekst CNC (Publicis)	8,363	11	21	-10	
9	22	Adfactors PR	4,713	11	5	6	
10	12	Joele Frank Wilkinson Brimmer Katcher	12,889	10	9	1	
11	16	Maitland (AMO)	2,577	10	7	3	
12	10	Edelman	7,835	9	10	-1	
13	61	Christensen Investor Relations	7,920	8	2	6	
14	11	GRACosway	1,983	8	10	-2	
15	38	The Piacente Group	2,782	7	3	4	
16	17	ICR	2,560	7	7	0	
17	19	Cannings Purple	781	7	6	1	
18	-	Roman	10,867	6	-	-	
19	37	Abernathy MacGregor Group (AMO)	2,519	6	3	3	
20	21	Cannings Strategic Communications	1,568	6	5	1	

# League tables

## Japan

### PR advisor league table by value

Ranking		Company name	2020		2019		% Value change
2020	2019		Value (USDm)	Deal count	Value (USDm)		
1	1	Sard Verbinnen & Co	45,687	11	21,333	114.2%	
2	5	Kekst CNC (Publicis)	42,647	10	6,034	606.8%	
3	3	Brunswick Group	40,930	5	10,316	296.8%	
4	19	Gagnier Communications	3,390	2	234	1348.7%	
5	9	Finsbury Glover Hering	2,073	4	3,594	-42.3%	

### PR advisor league table by deal count

Ranking		Company name	2020		2019		Count change
2020	2019		Value (USDm)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	45,687	11	31	-20	
2	3	Kekst CNC (Publicis)	42,647	10	7	3	
3	2	Brunswick Group	40,930	5	8	-3	
4	5	Finsbury Glover Hering	2,073	4	4	0	
5	4	FTI Consulting	1,577	4	5	-1	

## 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: 31-Dec-2020

Data correct as of 18-Jan-2021

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