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Top Branding and Identity Agencies

Ranked by 2008 U.S. revenue. Dollars in thousands.

RANK		AGENCY [PARENT]	HEADQUARTERS
2008	2007		
1	1	Interbrand* [Omnicom (DDB)]	New York
2	2	Landor Associates* [WPP (Y&R)]	San Francisco
3	4	Rapp* [Omnicom (DDB)]	New York
4	3	FutureBrand* [Interpublic (aligned with McCann)]	New York
5	5	Siegel & Gale* [Omnicom]	New York
6	6	iCrossing	Scottsdale, Ariz.
7	7	Beanstalk Group* [Omnicom]	New York
8	8	Addison Whitney* [inVentiv Health (inVentiv Communications)]	Charlotte, N.C.
9	9	Bernstein-Rein Advertising	Kansas City, Mo.
10	15	Periscope	Minneapolis

Source: [Ad Age DataCenter](#). Read [report methodology](#). Asterisk (*) indicates estimate. Bracket shows affiliation with top agency firm. Agencies ranked based on revenue in this discipline. Some agencies declined to break out disciplines.

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