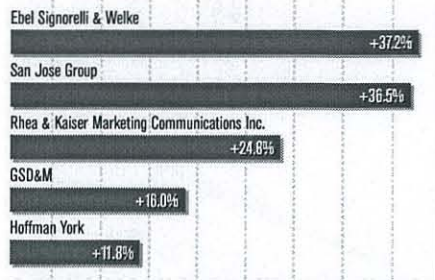


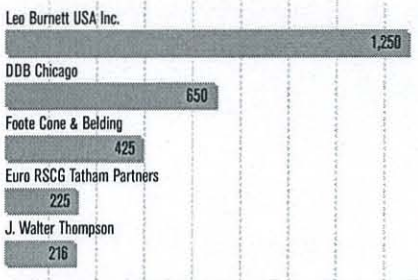
CRAIN'S LIST

Chicago's largest advertising agencies



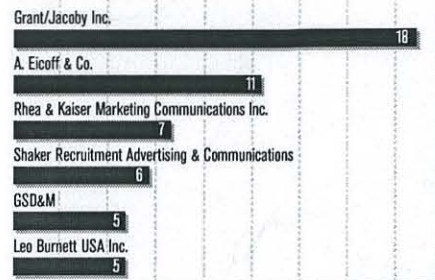
LARGEST INCREASES IN GROSS REVENUES

Revenues were up for 14—or 56%—of Chicago's largest advertising agencies. Ebel Signorelli & Welke posted the biggest jump, with 37.2%. San Jose Group followed with a 36.5% increase.



MOST CHICAGO-AREA EMPLOYEES

Leo Burnett USA Inc. is the largest local employer on the list, with 1,250 employees—more than one-quarter of the listed agencies' combined workforce. DDB Chicago is a distant second, with 650 employees. The agencies employ a total of 4,579 people here.



NUMBER OF CLIENTS GAINED

Twenty of the advertising agencies gained clients in 2002. Grant/Jacoby Inc. tops the list with 18 clients gained. A. Eicoff & Co. had the second-most gains: 11.

RANKED BY 2002 CHICAGO GROSS REVENUES*

Rank	Company/address/phone/Web address	Head of Chicago office	Chicago gross revenues (in millions) ¹			Headquarters	Chicago employees	Clients gained	Clients lost or resigned	Top accounts (handled by Chicago office)
			2002	2001	% change					
1	LEO BURNETT USA INC. 35 W. Wacker Drive, Chicago 60601 (312) 220-5959; www.leoburnett.com	CHERYL BERMAN <i>Chairman, chief creative officer</i>	\$379.0 ¹	\$351.0 ²	+8.0%	Chicago	1,250	5	1	Phillip Morris Cos., U.S. Army, Kellogg Co., Procter & Gamble Co., McDonald's Corp.
2	FOOTE CONE & BELDING 101 E. Erie St., Chicago 60611 (312) 425-5000; www.fcb.com	DANA ANDERSON <i>President, CEO</i>	\$95.0	\$90.0	+5.6%	New York	425	3	6	S. C. Johnson & Son Inc., Coors Brewing Co., Kraft Foods Inc., Deere & Co., Circuit City Stores Inc.
3	DDB CHICAGO 200 E. Randolph St., Chicago 60601 (312) 552-6000; www.ddb.com	ROBERT N. SCARPELLI <i>Chairman, U.S. chief creative officer</i>	\$91.5	\$85.2	+7.4%	New York	650	NA	NA	Anheuser-Busch Cos., Dell Computer Corp., J. C. Penney Co., McDonald's Corp., State Farm Insurance Co.
4	CRAMER-KRASSETT 225 N. Michigan Ave., Chicago 60601 (312) 616-9600; www.c-k.com	PETER G. KRIVKOVICH <i>President, CEO</i>	\$74.6 ¹	\$72.7 ²	+2.6%	Chicago	182	4	1	Corona Beer, Winn-Dixie Stores Inc., AirTran Airlines, CareerBuilder.com, Hyatt Hotels Corp., LaSalle Bank Corp.
5	EURO RSCG TATHAM PARTNERS 36 E. Grand Ave., Chicago 60611 (312) 337-4400; www.eurorscg-tatham.com	GARY EPSTEIN <i>CEO</i>	\$66.9 ²	\$68.2 ²	-1.9%	Chicago	225	4	3	Red Lobster, Walgreen Co., Alberto-Culver Co., Sara Lee Corp., First Health Group Corp.
6	J. WALTER THOMPSON 900 N. Michigan Ave., Chicago 60611 (312) 951-4000; www.jwt.com	BARRY KRAUSE <i>President</i>	\$59.1	\$60.2	-1.8%	New York	216	2	0	Kraft Foods Inc., Nestlé, Western Union Holdings Inc., Northwestern Mutual Life Insurance Co., Blockbuster Inc.
7	ELEMENT 79 PARTNERS ³ 200 E. Randolph St., Chicago 60601 (312) 233-8100; www.element79.com	BRIAN WILLIAMS <i>President, CEO</i>	\$45.0	NA	NM	Chicago	136	1	0	PepsiCo Inc., Quaker Oats Co., Supercuts, Tropicana, Frito-Lay Inc.
8	OGILVY & MATHER 111 E. Wacker Drive, Chicago 60601 (312) 856-8200; www.ogilvy.com	LINDA GARRISON JOE SCIARROTTA <i>Co-managing directors</i>	\$41.8	\$41.9	-0.2%	New York	205	0	1	Sears, Roebuck and Co., BP plc., Kimberly-Clark Corp., Unilever
9	RUBIN POSTAER & ASSOCIATES 314 W. Superior St., Chicago 60610 (312) 644-3636; www.rpa.com	WILLIAM MARKS <i>Managing director</i>	\$37.5	\$37.1	+1.1%	Santa Monica, Calif.	34	2	0	American Honda Motor Co., Gardenburger Authentic Foods Co., Potbelly Sandwich Works, H2O Plus, Learning Curve International Inc.
10	BBDO CHICAGO INC. 410 N. Michigan Ave., Chicago 60611 (312) 337-7860; www.bbdo.com	TONISE PAUL <i>President, CEO</i>	\$37.0	\$37.1	-0.3%	New York	145	2	1	Wm. Wrigley Jr. Co., Illinois Department of Commerce and Economic Opportunity, Bayer AG, Standard Federal Bank N.A., Roche Diagnostics
11	HOFFMAN YORK ⁴ 142 E. Ontario St., Chicago 60611 (312) 787-2320; www.hoffmanyork.com	DAVID F. SHEEHAN <i>President</i>	\$30.4	\$27.2	+11.8%	Milwaukee	22	3	0	Advocate Health Care, Follett College Stores, W. W. Grainger Inc., Rubbermaid Commercial Products, Chicago White Sox
12	BURRELL COMMUNICATIONS GROUP LLC 233 N. Michigan Ave., Suite 2900, Chicago 60602 (312) 297-9600; www.burrell.com	THOMAS J. BURRELL <i>Chairman, CEO</i>	\$24.8 ²	\$24.1 ²	+3.0%	Chicago	117	2	2	Verizon Communications Inc., McDonald's Corp., Toyota Motor Sales U.S.A. Inc., Procter & Gamble Co., Sears, Roebuck and Co.
13	YOUNG & RUBICAM INC. 233 N. Michigan Ave., Suite 1600, Chicago 60601 (312) 596-3000; www.chi.yr.com	KARY G. McILWAIN <i>President, CEO</i>	\$21.5	\$20.3	+5.9%	New York	107	2	1	Sears, Roebuck and Co., Miller Brewing Co., Great Indoors, Jim Beam Brands Co., Orbitz LLC
14	GSD&M 625 N. Michigan Ave., 26th floor, Chicago 60611 (312) 573-5770; www.gsdm.com	BETTY PAT MCCOY <i>Senior vice-president, director of national broadcast</i>	\$20.3	\$17.5	+16.0%	Austin, Texas	63	5	2	MasterCard International Inc., DreamWorks LLC, Chili's Grill & Bar Family Restaurant, Fannie Mae, U.S. Air Force



Chicago's largest advertising agencies

Continued from Page 135

	Company/address/phone/Web address	Head of Chicago office	Chicago gross revenues (in millions) ¹			Headquarters	Chicago employees	Clients gained	Clients lost or resigned	Top accounts (handled by Chicago office)
			2002	2001	% change					
15	CHICAGO CREATIVE PARTNERSHIP 314 W. Superior St., Chicago 60610 (312) 335-4330; www.chicagocp.com	KEVIN HOULIHAN <i>President</i>	\$18.7 ²	\$22.3	-16.1%	Chicago	48	0	0	Bob Evans Farms Inc., Blue Cross and Blue Shield of Illinois and Texas, Central DuPage Health System, McCain Foods USA Inc., Medela Inc.
16	RHEA & KAISER MARKETING COMMUNICATIONS INC. 400 E. Diehl Road, Naperville 60563 (630) 505-1100; www.rkconnect.com	STEPHEN L. RHEA <i>President</i>	\$14.4 ²	\$11.6	+24.8%	Naperville	98	7	0	Bayer CropScience, Pharmacia Animal Health, Aurora Health Care, Merial Ltd., Detroit Medical Center
17	MARKETING SUPPORT INC. 200 E. Randolph St., Chicago 60601 (312) 565-0044; www.msinet.com	DAVID L. WEINER <i>Chairman, CEO</i>	\$13.8 ²	\$13.6 ²	+1.2%	Chicago	90	4	0	Chamberlain Group LLC, Home Depot Inc., Elkay Manufacturing Co., TruServ Corp., Robert Bosch Tool Corp.
18	CAMPBELL MITHUN 101 E. Erie St., Chicago 60611 (312) 278-6000; www.campbellmithun.com	THOMAS H. HAYDEN <i>Executive vice-president, general manager</i>	\$12.9	\$13.6	-5.1%	Minneapolis	50	2	1	National Pork Board, Mutual of Omaha Insurance Co., Rust-Oleum Corp., Dairy Management Inc., Highlights for Children
19	LAPIZ INTEGRATED HISPANIC MARKETING 35 W. Wacker Drive, 12th floor, Chicago 60601 (312) 220-1376; www.lapiz-advertising.com	DOLORES KUNDA <i>President, CEO</i>	\$11.2 ²	\$13.0	-13.8%	Chicago	28	2	1	Coca-Cola Co., Labatt USA, Kellogg Co., Hanes, Toys 'R' US Inc.
20	SHAKER RECRUITMENT ADVERTISING & COMMUNICATIONS 1100 Lake St., Oak Park 60301 (708) 383-5320; www.shaker.com	JOSEPH G. SHAKER <i>Chairman, president</i>	\$9.6	\$12.1	-20.7%	Oak Park	152	6	4	United Parcel Service Inc., Wyeth Pharmaceuticals, T-Mobile USA Inc., CVS/pharmacy, 84 Lumber Co.
21	LB WORKS 35 W. Wacker Drive, 14th floor, Chicago 60601 (312) 220-5959; www.lbworks.com	JEFFREY J. JONES II <i>President, CEO</i>	\$9.4	\$9.0	+4.4%	Chicago	100	4	0	Gateway Inc., Earthlink Inc., Maytag Corp., Lexmark International Inc., Callard & Bowser-Suchard Inc.
22	A. EICOFF & CO. 401 N. Michigan Ave., Suite 400, Chicago 60611 (312) 527-7100; www.eicoff.com	RONALD L. BLIWAS <i>President, CEO</i>	\$8.0	\$8.0	NC	Chicago	100	11	0	Sears, Roebuck and Co., Liberty Medical Supply, Scooter Store Ltd., Galderma Laboratories Inc., Motorola Inc.
23	SAN JOSE GROUP 625 N. Michigan Ave., 16th floor, Chicago 60611 (312) 751-8500; www.thesanjosegroup.com	GEORGE L. SAN JOSE <i>President, chief operating officer</i>	\$6.0	\$4.4	+36.5%	Chicago	35	NA	NA	National Pork Board, ATA Inc., Hormel Foods, Exelon Corp., GlaxoSmithKline plc
24	EBEL SIGNORELLI & WELKE ⁵ 318 W. Adams St., 3rd floor, Chicago 60606 (312) 364-4900	ROBERT EBEL, JAMES SIGNORELLI, ROBERT WELKE <i>Managing partners</i>	\$5.9	\$4.3	+37.2%	Chicago	NA	NA	NA	NA
25	GRANT/JACOBY INC. 737 N. Michigan, Chicago 60611 (312) 664-2055; www.grantjacoby.com	ANDREA MURPHY <i>Chairman, CEO</i>	\$5.8 ²	\$6.3 ²	-7.9%	Chicago	51	18	8	Car-X Auto Service, Dyneon LLC, International Truck & Engine Corp., TransUnion LLC, Aimco

² Chicago gross revenues are estimates for agencies' advertising segment only. Citing the Sarbanes-Oxley Act of 2002, agencies refused to disclose financial information to CRAIN'S; therefore, the estimates were calculated based on information from CRAIN'S sister publication *Advertising Age*. List includes traditional advertising agencies, and excludes integrated marketers, health care specialists and subsidiary shops. NA: Not available. NM: Not measurable. NC: No change. □: CRAIN'S estimate. 1. Figures are CRAIN'S estimates unless otherwise noted. 2. Provided by CRAIN'S sister publication *Advertising Age*, from its "59th Annual Agency Report," published April 21. 3. Formed 2/02. 4. Formerly Hoffman York & Reilly; name changed 1/03. 5. Formerly Ebel Dunnell Merrick Inc.; merged with Creative Alliance 6/03.

Research by Katrina Fenrick and Marie Pospichal
Additional research by *Advertising Age*