

LARGE PR FIRM OF THE YEAR

ANNUAL INCOME OF \$60 MILLION OR MORE

APCO Worldwide

If a company, large or small, manages to increase global revenue by 13%, and U.S. revenue by 25%, it is safe to call that a very good year. If it's also able to expand its business by opening a new location in San Francisco and acquiring new assets in London and Dubai, then it can be upgraded to a great year. Not only was APCO Worldwide able to achieve these aforementioned successes, but it also managed to execute several significant campaigns for its global clients, including the merger of United Airlines and Continental Airlines and the Clinton Global Initiative's annual meeting in New York. APCO Worldwide also furthered its position as a leader in the market by introducing two new innovative measurement platforms: the Return on Reputation Indicator, a reputation management tool that provides concrete suggestions on how a company or industry can enhance its reputation; and Social EQ, a model developed in partnership with The Huffington Post that assesses the effectiveness of a company's social media efforts. —SP



HONORABLE MENTIONS:

GolinHarris: This year GolinHarris made headlines when it said goodbye to all of its VPs, SVPs, EVPs, account executives and account supervisors. Actually, the PR agency dropped the job titles, not the people associated with them.

Ketchum: While Ketchum achieved double-digit organic growth boosted by 320 new business wins at a 65% win rate, it also introduced new and innovative resources, including the relaunch of Ketchum University—complete with 1,500 hours of available courses.

Ogilvy Public Relations Worldwide: The agency retained 100% of its top 20 clients, and launched the world's first bespoke Islamic branding practice with Ogilvy Noor.

Waggener Edstrom Worldwide: Waggener Edstrom demonstrated an impressive client retention rate that allowed the agency to maintain 98% of its client revenue base from 2009. At the same time, WE won 57% of its prospects pitched—a success rate that brought in 70 new clients.

Weber Shandwick: Weber Shandwick achieved nearly 10% growth in new and expanding current business revenue. The firm further solidified its digital communications capabilities by launching InLine Communications, a marketing platform that integrates digital and traditional media activity for clients.

MWW Group

On its way to a successful year that included over 75 new client wins, MWW Group furthered its commitment to innovation in 2010 through the creation of Dialogue Digital, a consolidation of the firm's digital media practice and in-house branding agency, led by EVP Jared Hendler. MWW achieved great success when it captured the largest share of voice for Sara Lee's Jimmy Dean brand at BlogHer, the leading gathering of female bloggers. Furthermore, MWW was one of the first public relations agencies to release a corporate citizenship report and the second in history to obtain an ISO certification as a "Green Company." —SP

MIDSIZE PR FIRM OF THE YEAR

ANNUAL INCOME OF \$10 MILLION TO \$60 MILLION

HONORABLE MENTIONS:

Carmichael Lynch Spong: In 2010 the agency secured 11 new client wins and added more than \$3.5 million in increased revenue.

Cone: Cone was successful in many cause branding campaigns for clients, including using celebrity spokespeople and experiential marketing to generate buzz for Purina ONE byOnd's "\$1 million in one day" giveaway.

Coyne Public Relations: Tasked with creating growth in revenue, profits and size of staff, Coyne management developed a new financial infrastructure that increased revenue to \$16 million, a 35%

increase over 2009, with profit margins rising from 4% to 16%. The agency also welcomed new additions to their staff at the senior level.

Euro RSCG Worldwide PR: Euro RSCG created 293 original stories for Sears' "Cash for Appliances" that generated more than 500 million media impressions.

Zeno Group: Bolstered by new client acquisitions, Zeno Group achieved \$4 million in increased revenue and a 24% growth in revenue in 2010 versus 2009 and, as a result, made 13 new senior hires and opened a new office in Toronto.



SMALL PR FIRM OF THE YEAR

ANNUAL INCOME OF LESS THAN \$10 MILLION

Linhart Public Relations

As the result of innovative public relations campaigns for big companies like Southwest Airlines and top-notch client and employee engagement programs, Linhart Public Relations achieved a 34% growth in revenue in 2010. The agency successfully marketed Southwest Airlines in the Denver area through an experiential PR program that included a Southwest Porch, an outdoor lounge for visitors. The Denver-based firm emphasizes building strong employee relationships.

And it is not all talk, as the agency funds an incremental year-end profit sharing program for every employee's 401(k) account. It even invested \$2,125 per full-time employee on a professional development training program. It's no surprise then that the agency added 10 new professionals and boasted a 100% retention rate. —SP

HONORABLE MENTIONS:

Alpaytac Inc.: Combining a social media campaign with aggressive media outreach, Alpaytac helped client Bellator (a mixed martial arts company) secure a three-year deal with MTV Networks.

Henson Consulting: In 2010 and 2011, the agency achieved 38 new client wins versus only six losses, and increased client revenues by almost 50%.

INK Public Relations: Successful PR campaigns in the tech sector include positioning Bluetooth SIG executive director Mike Foley as a thought leader on the topic of headset/Bluetooth safety.

Lambert, Edwards & Associates: Further boosted by the acquisition of John Bailey & Associates in the previous year, LE&A's revenue grew by 15% in 2010.

Warschawski: The firm boasts a staff of 18 high-level employees, half of whom are at the director level or above. That leadership helped the agency grow net earnings by 10% in 2010 vs. 2009.