

## Major NW advertising agencies

Agency name/location/clients	Latest turnover £m	Previous turnover £m	Latest year end	Accounts	Total staff	No. of creative staff	No. of account handlers	Total number of clients	No. of new clients in the last year
1 <b>McCann Erickson Communications</b> , Prestbury Aldi, UPS, Peugeot	£105.7m	£98.1m	Dec-06	A	261	39	64	50+	26
2 <b>Euro RSCG Riley</b> , Manchester Capita Resourcing, Royal Bank of Scotland, National Assembly for Wales	£79m	£94m	Dec-06	A	170	37	75	600	–
3 <b>IAS b2b</b> , Macclesfield Michelin, Veolia Environmental Services, ABB	£12.8m	£11.3m	Feb-08	M	230	24	45	161	31
4 <b>CheethamBellJWT</b> , Manchester Central Office of Information, Magnet Kitchens, Gamestation	£11.9m	£13m	Dec-06	A	86	24	22	29	9
5 <b>BJL</b> , Manchester Regus, Bradford & Bingley, Pilkington	£7.9m	£7.8m	Jun-07	A	72	28	24	25	10
6 <b>TBWA Manchester</b> , Manchester Nissan, ghd, PZ Cussons	£7.5m	£9.6m	Dec-06	A	200	50	60	21	6
7 <b>Gyro International</b> , Manchester Sigma Aldrich Fine Chemicals (SAFC), Bupa, Springvale	£6.9m	£5.4m	Mar-07	M	52	20	28	80	15
8 <b>Oakbase</b> , Chester TJ Hughes, McInerney Homes, Bonmarche	£6m	£10m	Mar-08	A	29	6	9	40	5
9 <b>Heckford</b> , Preston nd	£5.8m	£5.6m	Mar-07	A	36	16	6	–	–
10 <b>Refinery</b> , Manchester ICI Paints, TTI Group, The Co-operative	£5.7m	£5.1m	Oct-07	M	48	21	20	32	5
11 <b>Connectpoint</b> , Manchester Northern Rail, Calor Gas, Co-op Group	£4.8m	£4.8m*	Dec-07	A	43	12	22	79	24
12 <b>MDA Creative</b> , Stockport Healthshield, NISA Today's	£4.1m	£4m	Jan-07	A	60	13	7	–	–
13 <b>Sequoia</b> , Chester The Co-operative (Food/Pharmacy), Oddbins Limited, Ralawise	£3.4m	£3.3m	Sep-07	A	30	15	12	28	4
14 <b>Promedia Advertising</b> , Stockport nd	£3.3m	£3.6m	Oct-07	M	14	6	4	–	–
15 <b>SASS Brand Communications</b> , Mere Collection 2000 Cosmetics, Slendertone, Venture Portraits	£2m	£2.2m	Jul-07	M	21	6	11	17	11

## Major NW media buyers

Agency name/location/clients	Latest media spend	Year end	Total staff	No. of media staff	No. of account handlers	Total number of clients	No. of new clients in the last year
1 <b>Mediavest</b> , Manchester Barrett Homes, Gala Coral, Land of Leather	£220.0m	Feb-07	173	95	–	–	–
2 <b>Mediacom North</b> , Manchester Moneysupermarket, HomeForm Group, Iceland Food Stores	£109.0m	Dec-07	50	43	43	41	8
3 <b>Mediaedge:cia</b> , Manchester Focus DIY, PZ Cussons, Carcraft	£65.0m	Dec-07	44	38	35	50+	16
4 <b>Universal McCann (Manchester)</b> , Prestbury Aldi, SCS, Clarks	£58.0m	Dec-06	261	36	–	30	5
5 <b>BJL</b> , Manchester Regus, Bradford & Bingley, Pilkington	£32.0m	Jun-07	72	0	24	25	10
6 <b>Oakbase</b> , Chester TJ Hughes, McInerney Homes, Bonmarche	£3.0m	Mar-08	29	2	9	40	5
7 <b>Promedia Advertising</b> , Stockport nd	£2.5m	Oct-07	14	1	4	–	–
8 <b>SASS Brand Communications</b> , Mere Collection 2000 Cosmetics, Slendertone, Venture Portraits	£1.3m	Jul-07	21	2	11	17	11
9 <b>Gyro International</b> , Manchester Sigma Aldrich Fine Chemicals (SAFC), Bupa, Springvale	£1.1m	Mar-07	52	1	28	80	15
10 <b>Sovereign Creative</b> , Cheadle Hulme Methodist Insurance, Spurgeons Child Care, Operation Mobilisation	£1.0m	Feb-07	8	2	3	35	4
11 <b>frank the agency</b> , Wilmslow The London Eye, Pochin Homes, First Transpennine Express	£0.8m	Oct-07	10	1	3	18	4
12 <b>Eclipse Creative Consultants</b> , Chester Seddon Homes, Marins world Group, Weight Matters	£0.8m	May-07	14	1	3	approx 40	8
13 <b>Kenyon Fraser</b> , Liverpool Smokefree Liverpool, One Vision Housing, Health@Work	£0.5m	Jan-08	18	2	8	90+	20
14 <b>Centrix Q2</b> , Manchester Lightwater Valley Theme Park, Learning and Skills Council, Icopal	£0.35m	Jan-08	13	1	5	25	3
15 <b>SLG Marketing</b> , Manchester Polypipe Civils, Bison Concrete, Corus	£0.15m	Dec-07	18	0	8	14	10

\* for ten-month period, accounts A - audited M - management, nd - not disclosed  
Source: Insider research. N.B. Table contains only firms that have answered questionnaires