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## PRWeek Global: Global Agency Report Card 2009

Arun Sudhaman, [PR Week UK](#), 09 September 2009, 06:00am

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Global PR agencies have had a tough year but some have fared better than others. Arun Sudhaman researches how the key players have performed.



By and large, this has been a year to forget. PRWeek's Global Agency Report Card tracks performance of the world's key networks from August 2008 to July 2009.

It is a period that coincides with the onset, in almost all key markets, of full-blown recession. Keith Hunt, managing partner at agency M&A adviser Results International, points to CSR and healthcare as two bright spots. This has not helped all of the global PR networks: 'If you look at WPP, it is probably much more exposed to traditional PR - FMCG, brands and financial PR.'

A closer reading of the situation suggests big is no longer necessarily beautiful.

'One wonders whether in these difficult times, big groups have had to spend more management time internally,' says Hunt, while noting that the advantages of size can never be discounted.

This helps explain a clear demarcation that appears to exist among global networks - between the big agencies with an office in each market, and the smaller players that still seek the critical mass that enables genuine global client servicing.

PRWeek runs the rule over global network performance covering a year that few agencies will have trouble remembering.

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