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Weber Shandwick Tops The 2009 Global Report Card Findings

Arun Sudhaman, prweek.com, 08 September 2009, 4:00pm

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Weber Shandwick has come out top in the first PRWeek Global Agency Report Card 2009, which evaluates 24 global agency networks.



Global report cards: Weber Shandwick on top

The report tracks performance from August 2008 to July 2009 four key criteria: business development, people, network initiatives and cohesion, and external recognition.

Weber Shandwick was awarded a gold medal for a strong 12-month performance that included an impressive new business record across multiple markets, alongside an inaugural Cannes Lion.

Edelman and Fleishman-Hillard both took silver. Edelman demonstrated a resilient financial performance, strong digital skills and enhanced employee development. Fleishman, meanwhile, displayed strong business development alongside a rapidly growing emerging markets presence. Two bronzes were also awarded, to GolinHarris and Ogilvy PR Worldwide.

Amid a brutal 12-month economic period, agencies found sustained global prosperity difficult to come by. Emerging markets, most notably the BRIC (Brazil, Russia, China and India) region, have been hit less hard than countries in Western Europe and North America.

'Emerging markets are where the growth is,' said Keith Hunt, managing partner of agency M&A advisors Results International. 'Global networks are hurriedly trying to rebalance their portfolios into higher growth areas.'

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