

Merger to create advertising giant

A mega-merger between Publicis and Omnicom – two of the largest global advertising agencies – will create the world's largest ad-holding company with a value of \$35 billion, taking the top spot from WPP



WPP

WPP Group plc
CEO: **Martin Sorrell**
HQ: **London**
Revenue*: **\$15.6bn**
Employees: **165,000**
Market cap: **\$23bn**

*All figures for 2012, latest market cap



PUBLICIS GROUPE

Publicis Groupe
CEO: **Maurice Levy**
HQ: **Paris**
Revenue: **\$8.8bn**
Employees: **59,400**
Combined market capitalisation: **\$35.1bn**

OmnicomGroup

Omnicom Group
CEO: **John Wren**
HQ: **New York**
Revenue: **\$14.3bn**
Employees: **70,600**

Pictures: Associated Press



IPG

Interpublic Group
CEO: **Michael Roth**
HQ: **New York**
Revenue: **\$7.0bn**
Employees: **43,500**
Market cap: **\$8.1bn**

© GRAPHIC NEWS