

THE LIST

Compiled by Sean McFadden and Joe Halpern
617-316-3232, smcfadden@bizjournals.com

THE LARGEST ADVERTISING AGENCIES IN MASSACHUSETTS

RANKED BY MASSACHUSETTS ADVERTISING EMPLOYEES AS OF JULY 1, 2018

	Agency/Prior rank (*unranked in 2017)/ URL	Address Phone	Mass. advertising employees	Total Mass. employees	Total employees companywide	2017 Mass. gross advertising income	2017 Mass. capitalized ad billings	Major advertising accounts	Top local executive(s)
1	Digitas¹ ① digitas.com	33 Arch St., Boston, MA 02110 617-867-1000	530	605	3,500	NA	NA	CVS Caremark, Goodyear, Dunkin' Donuts	Jodi Robertson, President, North America
2	Hill Holliday ② hhcc.com	53 State St., Boston, MA 02109 617-366-4000	471	559	744	NA	NA	Bank of America, Simple Mobile, Optum, Novartis, Party City, Tempur Sealy, Planet Fitness	Karen Kaplan, Chairwoman, CEO
3	MullenLowe U.S. ③ mullenloweus.com	40 Broad St., Boston, MA 02109 617-226-9000	458	500	926	NA	\$2,501,070,000	JetBlue, American Greetings, Royal Caribbean	Kelly Fredrickson, President
4	Arnold ④ arn.com	10 Summer St., Boston, MA 02110 617-587-8000	250	300	590	NA	NA	Jack Daniel's, Santander Bank, Barclays	Kiran Smith, CEO
5	Allen & Gerritsen (A&G) ⑥ a-g.com	2 Seaport Lane, Boston, MA 02110 857-300-2000	170	190	225	NA	NA	Blue Cross Blue Shield of Mass., Sunoco, Comcast, ShareFile by Citrix, Ninety Nine Restaurants	Andrew Graff, CEO
6	AMP Agency ⑧ ampagency.com	77 N. Washington St., Boston, MA 02114 617-837-8200	133	139	350	NA	NA	Hasbro, Mission Foods, Facebook, Cengage, Eastern Bank	Gary Colen, CEO
7	Connelly Partners ⑤ connelypartners.com	46 Waltham St., Boston, MA 02118 617-521-5400	130	150	170	NA	NA	BJ's Wholesale, Four Seasons Hotel and Resorts, Gorton's, Massachusetts State Lottery, Samsonite	Steve Connelly, President
8	MERGE Boston ⑨ mergeboston.com	23 Drydock Ave., Boston, MA 02110 617-330-9393	105	135	330	\$24,200,000	\$161,414,000	AIG, Blue Cross Blue Shield, B. Braun, Boston Scientific, Cardinal Health, Lahey Health	Andrew Pelosi, President, Boston
9	Genuine ⑦ wearegenuine.com	500 Harrison Ave., Boston, MA 02118 617-451-9700	92	96	101	NA	NA	athenahealth, Welch's, Wex, VelcroBRAND, UL, Charmin, iRobot	Craig Millon, Managing partner
10	Jack Morton Worldwide ⑩ jackmorton.com	500 Harrison St., Boston, MA 02118 617-585-7000	75	100	950	NA	NA	NA	Steve Mooney, EVP, managing director, Boston
11	Cambridge BioMarketing ⑪ cambridgebmg.com	53 State St., Boston, MA 02109 617-225-0001	75	88	92	NA	NA	Akcea, Alexion Pharmaceuticals, Intercept Pharmaceuticals	Maureen Franco, CEO
12	PJA Advertising + Marketing ⑫ agencypja.com	12 Arrow St., Cambridge, MA 02138 617-234-7300	47	52	53	\$12,300,000	\$82,000,000	Shire, Mimecast, Pimacott	Phil Johnson, CEO
13	KHJ Brand Activation ⑬ khj.com	155 Seaport Blvd., Boston, MA 02210 617-241-8000	45	50	50	NA	\$48,500,000	Quest Diagnostics, MassDevelopment, Benchmark Senior Living	Judy Habib, President, CEO
14	CTP ⑭ ctpboston.com	77 N. Washington St., Boston, MA 02114 617-412-4000	43	54	54	\$7,951,949	\$53,039,500	Boston Red Sox, Eastern Bank, ECCO, Red Hat, Extreme Networks, UL Firefighter Safety Research Institute	Fred Conover, President
15	Tank Design ⑮ tankdesign.com	158 Sidney St., Cambridge, MA 02139 617-995-4000	43	47	55	\$11,600,000	\$77,372,000	FedEx, LogMeIn, Northeastern University	Scott Watts, Partner
16	Fuseideas ⑯ fuseideas.com	8 Winchester Place, Winchester, MA 01890 617-776-5800	42	50	65	NA	\$180,000,000	Bose, Foxwoods, Healthworks	Dennis Franczak, CEO
17	Small Army Inc. ⑰ smallarmy.net	300 Massachusetts Ave., Boston, MA 02115 617-450-0000	40	42	42	\$6,100,000	\$40,687,000	Boston Medical Center, NETSCOUT, GE	Jeff Freedman, CEO
18	Overdrive Interactive ⑱ ovdrv.com	38 Everett St., Allston, MA 02134 617-254-5000	39	43	45	\$6,326,573	\$42,177,153	Mimecast, Dell/EMC, Time Warner/Navisite	Harry Gold, CEO
19	Norbella ⑲ norbella.com	46 Plympton St., Boston, MA 02118 617-542-1040	37	40	40	NA	\$98,000,000	Carbonite, Cumberland Farms, Atlantic Broadband	Stephanie Noris, President
20	Mechanica ⑳ mechanicausa.com	75 Water St., Newburyport, MA 01950 978-499-7871	36	38	38	\$8,850,000	\$59,100,000	Liberty Mutual, Forcepoint, Sea Cuisine, Neighborhood Health Plan, Kronos, iZotope, Solos	Ted Nelson, Partner, CEO, strategy director
21	Davis Advertising ㉑ davisad.com	1331 Grafton St., Worcester, MA 01604 508-752-4615	35	35	35	\$4,500,000	\$30,015,000	Coastal Heritage Bank, Honey Dew Donuts, Wayback Burgers, East Cambridge Savings Bank, Brookwood Financial	Andrew Davis, President
22	Wallwork Curry McKenna ㉒ wcm-partners.com	10 City Square, Boston, MA 02129 617-266-8200	34	34	34	NA	NA	DCU (Digital Federal Credit Union), Harvard Kennedy School, Cambridge Trust	Jack Wallwork, CEO, creative director
23	Full Contact ㉓ gofullcontact.com	186 Lincoln St., Boston, MA 02111 617-948-5400	30	30	30	\$5,000,000	\$34,000,000	New England Honda, Cumberland Farms, Boston Private	Marty Donohue Tim Foley, Co- founders
24	Mittcom ㉔ mittcom.com	300 First Ave., Needham, MA 02494 617-614-0015	26	26	26	NA	NA	Subaru of New England, PlayMonster	Bruce Mittman, President, CEO
25	Forge Worldwide ㉕ forgeworldwide.com	142 Berkeley St., Boston, MA 02116 617-262-4800	21	23	23	\$5,375,100	\$35,852,000	Cisco Systems, National Fire Protection Agency, Isenberg School of Management	Harry Chapin, CEO

¹ Agency was formerly listed as DigitasLBI.

► CLOSER LOOK



ANDREW GRAFF
CEO, Allen & Gerritsen

As CEO of Boston and Philadelphia-based Allen & Gerritsen, Andrew Graff leads an independent, integrated agency whose roster of clients includes Blue Cross Blue Shield of Massachusetts, Citrix, Comcast, First Citizens Bank, Natixis, Sunoco, and The TJX Cos, among others. Graff is on the executive committee of the Greater Boston Chamber of Commerce's board of directors. He is the co-chair of The Ad Club, representing the creative economy of New England, including some of the best-known advertising agencies, media companies, and brands in the industry. He also serves on the American Association of Advertising Agencies (4A's) board of directors, chairing the organization's leadership and development committee, and is a member of its government relations committee. Graff was named one of the "100 Most Influential People in Boston Business" in 2018 and a "Power Player Shaping the Future of Business in Boston" in 2017 by Boston Magazine. Additionally, he was honored as one of the "Top 100 Advertising Leaders in the United States" by Adweek. A&G was ranked twice by Advertising Age as the nation's #1 "Best Place to Work in Marketing & Media."

ABOUT THE LIST
Information was obtained from agency representatives. In cases of ties, agencies are ranked by total Massachusetts employees.

Per the BB's survey, Mass. advertising employees refers to full-time staff who are in client-facing positions (such as account service/creative/media buying). It does not include freelancers/contractors or those in other divisions.

Mass. capitalized advertising billings represents the aggregate total of all measured business that passes through the agency's hands.

Major advertising accounts are a representative sample of those serviced by the agency's Mass. office(s).

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