

OgilvyOne



IBM

Type of agency	Digital and direct
Company ownership	WPP
Key personnel	Annette King chief executive Charlie Wilson joint executive creative director Emma de la Fosse joint executive creative director Richard Wheaton managing director, neo@ogilvy Brian Sassoon joint head of planning
Declared income	n/s*
Total accounts at year end	38
Accounts won	9 (biggest: Bupa)
Accounts lost	1 (Yahoo!)
Number of staff	337 including neo@ogilvy (+15%)

As an agency that frequently figures on the shortlist for *Campaign's* Direct Agency of the Year, it came as no surprise when OgilvyOne went one better last year and took the top prize.

The award was testament to an excellent 2010 that included some hefty new business (both domestically and on a global level), award-winning creative work and a number of important new hires.

The most significant new-business wins for OgilvyOne came in April. The London agency successfully led a global pitch for InterContinental Hotel Group's below-the-line work. And later that month, it picked up the integrated advertising work for Action Aid's recruitment division.

In May, its biggest account win – direct marketing for Bupa – came after a high-profile pitch against Elvis, Rapp and Tequila. OgilvyOne's dominance in the UK direct industry was highlighted further in June when it became the only domestic DM agency to win a Cannes Lion, picking up a silver for the 2009 IBM "Seer" work.

The follow-up campaign "Seer 2.0" was one of many creative highlights in 2010, along with digital work for British Airways and a print campaign for American Express.

The creative success during the year resulted in promotions for the creative management team, with the executive creative director, Colin Nimick, awarded a wider European position and the creative team of Charlie Wilson and Emma de la Fosse promoted to take on Nimick's previous duties.

Other key hirings included the appointments of two new creative partners in Syzygy's Richard Pittham and Saatchi & Saatchi's Martin Buckwell.

OgilvyOne represents the ambition and creative enthusiasm that is currently lacking in a number of UK DM agencies. If it can keep up this momentum in 2011, it should enjoy another very strong year.

Score last year: 7

How OgilvyOne rates itself: 9

"At the end of 2010, we were delighted to be named *Campaign's* Direct Agency of the Year. It was, indeed, a pretty good year for us – we topped *Campaign's* new-business league for most of 2010, we managed to attract some of the hottest talent in town and we were the only UK direct agency to win at Cannes. Our unique in-house digital media shop, neo@ogilvy, is now the UK's fourth-biggest digital media agency."

OMD Group



Carlsberg

Type of agency	Media and marketing communications
Company ownership	Omnicom Group
Key personnel	Philippa Brown CEO, Omnicom Media Group, UK Steve Williams CEO, OMD UK Group Jonathan Allan managing director, OMD UK Robert Ffitch managing director, Manning Gottlieb OMD Alistair MacCallum managing director, M2M
The Nielsen Company billings 2010	£717m
The Nielsen Company billings 2009	£788m
Declared income	£52.4m (2009)
Total accounts at year end	168
Accounts won	25 (biggest: Shop Direct PPC)
Accounts lost	5 (biggest: Aviva)
TV	48%
Press	29%
Outdoor	10%
Radio	6%
Internet	4%
Other (cinema)	3%
Number of staff	635 (+0.8%)

In a year when it was all about holding tight to your business as if your reproductive organs depended on it, OMD did well to retain desirable clients in Carlsberg (£100 million) and easyJet (£25 million), international and pan-European accounts respectively. It also scooped the paid search account for Shop Direct PPC and the attractive YouView account, worth a reported £40 million over four years.

The biggest loss for OMD was the £27 million Aviva business. However, considering the group holds 168 accounts spread across OMD UK, Manning Gottlieb UK and M2M, things could have been worse in such a tough procurement climate. And it certainly wasn't as bad as losing the £90 million Reckitt Benckiser the year before to ZenithOptimedia.

The group itself admitted that 2010 was more about working on existing clients than shopping for more. Nevertheless, it did reel in more digital work from current clients such as John Lewis and Hasbro.

Structurally, the senior management team remained stable, with Jonathan Allan, Robert Ffitch and Alistair MacCallum still holding the MD reigns of its three agencies under the chief executive, Steve Williams.

The year ended with MG OMD battling to retain its £40 million Virgin Media account. The agency's 2011 will be quickly coloured by the result of this pitch and there's no doubt that it needs to gain some fresh momentum quickly.

Score last year: 6

How OMD Group rates itself: 7

"OMD proved its digital firepower – across the spectrum – in 2010 with over half of our new-business wins coming from search and social media; most notably Shop Direct, one of the largest paid search accounts in the UK. Our campaigns continue to produce outstanding business results for our clients; winning gold and silver for Waitrose and Virgin Atlantic at the IPA Effectiveness Awards is testament to the talent and energy of our people."

Partners Andrews Aldridge



Quit Kit (Department of Health)

Type of agency	Direct and digital
Company ownership	Engine
Key personnel	Phil Andrews chief executive Steve Aldridge creative partner and chairman Mark Davison managing partner Richard Dunn head of planning Paul Snoxell creative director
The Nielsen Company billings 2010	£11m
The Nielsen Company billings 2009	£12m
Declared income	£11m (2010 forecast)
Total accounts at year end	23
Accounts won	4 (biggest: BMW)
Accounts lost	2 (biggest: Vodafone)
Number of staff	120 (no change)

After winning *Campaign's* 2009 Direct Agency of the Year, Partners Andrews Aldridge's 2010 could have been a year of bedding in new clients and keeping existing ones happy. But even if the agency had wanted to take its foot off the pedal, there was still plenty to keep everyone busy.

First, the staff news: its founder Phil Andrews was elevated to chief operating officer of Engine, while his partner Steve Aldridge was made its executive creative director (alongside WCRS's Leon Jaume). It was crucial that Engine won BMW when it came up for pitch at the end of 2009 (given that it was WCRS's founding client) and Partners was drafted in to play its part, which it did successfully. It won BMW's direct account from Euro RSCG KLP and played a major role in securing the entire business. Aldridge's reward was to lead creative on the account. Partners was also required to help Engine retain Santander, which Aldridge will also oversee.

Sadly, it was not entirely successful in retaining all of its own clients. A blow was dealt when Vodafone left the agency. Partners also chose to resign the Visit Wales account.

Creatively, it was another strong year with a clutch of awards including Partners' first IPA Effectiveness award for its Quit Kit for Tobacco Control and two gongs at *Campaign Big Awards*.

A slightly mixed year, although erring on the positive. Hopefully, 2011 will see the Partners new-business show back on the road.

Score last year: 9

How Partners Andrews Aldridge rates itself: 7

"This year, we concentrated on bedding in the new business and developing the clients we already had. A policy that translated into a healthy 30 per cent growth in income. But it was the work that stole the show. We won our first IPA Effectiveness award, nabbed five gold and two bronze DMAs, picked up two *Campaign Big* category winners and capped off a strong year by topping *Campaign's* list for best direct work of 2010."