

Presenting the Adweek 100: Fastest Growing Agencies

Our first annual global ranking proves that fresh thinking and fearless risk taking can really add up

By Doug Zanger, Erik Oster, Minda Smiley | 4 days ago **PREMIUM**



It's not easy being an ad agency these days. Changing models, consultancies, procurement, performance-based marketing, in-housing, project work versus agency of record. And yet, Adweek's inaugural Fastest Growing Agencies list proves that it's still possible to not only rise to these challenges but to succeed wildly.

On average, the first class of Fastest Growing Agencies saw an average growth of over 300%. While revenue numbers may be different for each, 85 of the top 100 sat between \$10 million and \$50 million, and 23 had revenue of over \$50 million, with several clocking in at nine figures.

Remarkably, this collection of 100 agencies from around the globe accounted for 21 specific disciplines and categories—in our searchable list online—ranging from full service to experiential, b-to-b and ecommerce, direct marketing to influencers and everywhere in between.

While the growth narrative is compelling, the stories about how these agencies started, and continue to grow, is equally interesting. It also points to talented, dedicated individuals and teams that ignore the noise around them to focus on what they do best: delivering big time for their clients and brands. —

Doug Zanger