

MediaCom North tops RAR Top 100 2013 poll

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Agency's Manchester, Birmingham and Leeds operation has beaten all other agencies outside of London

MediaCom North has been placed at the summit of this year's Recommended Agency Register (RAR) Top 100, which highlights the best marketing agencies found outside the M25.

The Manchester, Birmingham and Leeds arm of the WPP-owned media planner and buyer has beaten all other agencies outside of London, with its latest year turnover at £155,557,125 and turnover growth of £42,039,733, an increase of 37 per cent year-on-year, while delivering £5,498,979 of gross profit growth.

With 170 members of staff, the agency also reported turnover per head of

£915,042.

The annual RAR table, ranks marketing services agencies across a number of criteria, mainly on the quality of client results and their business efficiency, while they grow revenue and satisfy clients.

The ranking process for the Top 100 was applied by ranking agencies across six dimensions: turnover, turnover per head, turnover growth, turnover percentage growth, gross profit and gross profit growth.

Second on the list was Media Agency Group, which is headquartered in Manchester, with a gross profit growth of £1,600,000 and a turnover of £15,500,000 according to its latest figures, meaning turnover growth of £9,600,000.

Steve Antoniewicz, managing director of RAR, commented on this year's list: "The results of this year's top 100 shows there is a healthy agency sector right across the country. Agencies continue to innovate and achieve growth despite many limiting factors. Some of the organic growth has been amazing and the growth through acquisitions or mergers demonstrates there's also some real ambition in the sector. I think the kind of performance of Top 100 agencies seen here would be the envy of any agency, regardless of location."

Third was Stein IAS with a turnover of £13,420,000 and Gross Profit Growth of £2,955,714.

The rest of the top 10 were TRT Direct, The Fresh Group, BWP Group, Brightsource, Stickyeyes, Jellyfish and Elmwood respectively.

The average turnover of this year's Top 100 was £8,028,115, in comparison

to last year's £7,377,843. The total turnover for all 100 agencies was over £802m, with a total turnover growth of over £113m.

The average turnover percentage growth is 30.7 per cent, up on last year's 29.8 per cent, with an average turnover per head of £129,560. The average gross profit growth for the table is £464,556.

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