

The Won Report rankings 2008

Top agencies for Direct Marketing 2008

1.	Shackleton, Madrid	279
2.	CP Comunicacion Argentina	84
3.	Mark/M&C Saatchi, Sydney	78
4=	Heye & Partner, Hamburg	72
4=	Proximity London	72
6.	Salem Sao Paulo	70
7.	CP Proximity Spain	67
8.	Jung von Matt, Hamburg	66
9=	Ogilvy Frankfurt	64
9=	BMF Sydney	64
11.	Lowe + Rivet, Australia	60
12.	Proximity BBDO France	56
13.	Proximity/BBDO Malaysia	54
14.	Giovanni DraftFCB Brazil	52
15.	AIM Proximity Auckland, NZ	51
16.	OgilvyOne Spain	48
17.	McCann Direkte, Norway	46
18.	Saatchi & Saatchi, Sydney	44
19=	DDB Germany, Hamburg	42
19=	Proximity Germany	42
19=	Ogilvy Argentina	42

Top agency networks for Direct Marketing

1.	Proximity Worldwide	573
2.	Ogilvy Worldwide	382
(3.	Shackleton	279)
3.	DDB Worldwide	240
4.	Wunderman Worldwide	180
5.	DraftFCB Worldwide	154
6=	Rapp Collins Worldwide	146
6=	Saatchi & Saatchi Worldwide	146
6=	Lowe Worldwide	146
9.	BBDO Worldwide	130
10.	Leo Burnett Worldwide	105
11.	RMG Connect Worldwide	96
12.	McCann Erickson Worldwide	94
13.	Jung von Matt Group	84
14.	TBWA\Tequila Worldwide	60
15.	Publicis Worldwide	50
16.	Bates Worldwide	41
17.	MRM Worldwide	38
18.	Atento Group	36
19.	Grey Worldwide	27
20.	Y&R Worldwide	18

Top holding companies by Direct Marketing 2008

1.	Omnicom	1166
2.	WPP	947
3.	Interpublic	346
4.	Publicis	
5.	M&C Saatchi Worldwide	
6.	Cossette Communications	
7.	Havas	
8.	Aegis Group	

Top countries for Direct Marketing 2008

1.	Germany	616
2.	Spain	522
3.	Australia	471
4.	Canada	374
5.	UK	369
6.	Brazil	332
7.	New Zealand	298
8.	Argentina	268
9.	France	227
10.	USA	195
11.	Malaysia	160
12.	Netherlands	135
13.	Sweden	131
14.	Norway	130
15=	Belgium	114
15=	Ireland	114
17.	United Arab Emirates	107
18.	Denmark	100
19=	Austria	88
19=	Chile	88

In association with The Garden

Top Executive Creative Directors for Direct Marketing 2008

1.	Alfonso Marian	Shackleton, Madrid
2.	Enric Nel-Lo	Shackleton, Madrid
3.	Warren Brown	BMF, Sydney
4.	Juan Nonzioli	Shackleton, Madrid
5.	Esteban Lorenzut	CP Comunicacion Argentina
6.	Detlef Rump	Proximity Germany
7.	Mike O'Sullivan	Saatchi & Saatchi New Zealand
8.	Stefan Schulte	BBDO Dusseldorf

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| 9. Chafic Haddad | JWT Dubai |
| 10. Nancy Vonk | Ogilvy, Toronto |

Top Creative Directors for Direct Marketing 2008

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| 1. Fede Arce | Shackleton, Madrid |
| 2. Oscar Moreno | Shackleton, Madrid |
| 3. Dejan Rasic | Lowe + Rivet |
| 4. Andreas Klemp | Heye + Partner |
| 5. Juan Nonzioli | Shackleton, Madrid |
| 6. Simon Langley | BMF, Sydney |
| 7. Gavin McLeod | Mark/M&C Saatchi, Sydney |
| 8. Marcel Salem | Salem, Sao Paulo |
| 9= Joost Berends | Mortierbrigade, Brussels |
| 9= Jens Mortier | Mortierbrigade, Brussels |

Top copywriters in Direct Marketing 2008

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|--------------------|----------------------------|
| 1. Nerea Cierco | Shackleton + Proximity |
| 2. Xavi de la Cruz | Shackleton + Proximity |
| 3. Howard Collinge | Lowe + Rivet |
| 4. Nacho Guillo | Shackleton |
| 5. Marcio Salem | Salem, Sao Paulo |
| 6= Caroline Ellert | Jung von Matt, Hamburg |
| 6= Clinton Manson | Lowe Bangkok |
| 6= Mariana Iturbe | CP Comunicacion, Argentina |
| 9. Victor G Hoz | Shackleton, Madrid |
| 10. Juan Nonzioli | Shackleton, Madrid |

Top Art Directors in Direct Marketing 2008

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|---------------------|------------------------|
| 1. Sergio Gill | Shackleton, Madrid |
| 2. Celia Martinez | Shackleton, Madrid |
| 3. Shane Bradnick | Mark/M&C Saatchi + BMF |
| 4. Rebecca Carrasco | Lowe + Rivet, Sydney |
| 5. Flavio Takahashi | Salem, Sao Paulo |
| 6. Felipe Pavani | Salem, Sao Paulo |
| 7. Victor Aguilar | Shackleton, Madrid |
| 8. Dominic Stallard | Lowe, Bangkok |
| 9. Alfredo Encisco | JWT Costa Rica |
| 10. Nieves Barrajon | Shackleton, Madrid |