

# AGENCY A-LIST

## THE ONES TO WATCH

## EDELMAN

When Starbucks announced it would be closing 7,100 stores for a three-hour barista-training session, the couple of million dollars it lost in coffee and muffin sales paled in comparison to the hundreds of millions of dollars it garnered in free media coverage.

It should come as no surprise that the most-written-about publicity stunt of last year was pulled off with the help of Edelman, long a leader among consumer-public-relations firms.

Led by Ad Age's 2007 Agency Executive of the Year, Richard Edelman, the agency is

expecting worldwide growth of more than 12% and didn't lose any of its top 40 clients this past year, a feat it has managed to pull off three years in a row. In 2008, when a number of the world's biggest marketers were slashing budgets, the agency saw revenue from its top 40 clients grow 16% to account for half of its worldwide revenue. Revenue from some of its biggest clients increased significantly. Edelman also won new business across all of its major practices, including consumer, with Carter's and Sam's Club.

Aside from its work for Starbucks, Edelman handled global communications programs for 2008 Olympic sponsors General Electric and Johnson & Johnson, as well as a national campaign for Burger King's new and relatively healthful Kids Meal, which included the largest product sampling in the fast feeder's history.

The effort helped prompt 5.7 million orders of Fresh Apple Fries in six weeks, tripling projections.

—MICHAEL BUSH

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