

## 2009 Asia-Pacific Consultancy of the Year: Edelman

Edelman had fee income of slightly more than \$40 million in the Asia-Pacific region for its 2008 financial year and is on track to hit \$46 million this year, numbers that reflect steady 15 percent growth (the former inflated slightly by the acquisition of Pegasus in China) and are almost certainly enough to make the firm the second largest multinational in the region. Growth was particularly strong in the key markets of China, Japan, and India.

Edelman is among the market leaders in most of the major markets. In China, where it has 200 people (120 under the Edelman brand, 80 in Pegasus, which focuses on the consumer space), it is probably the second largest multinational and a top five player overall. Its second largest office by revenue is Korea, home to about 60 people, and there are 50 more in Hong Kong and Australia; 40 in Singapore; and 30 in Japan. The Indonesian operation has 100 people—clearly the market leader. India, where the firm has about 50 people, is the one market in which Edelman clearly needs to add critical mass.

Big new business wins included Nomura and Coca-Cola for financial communications support, BMW in China, Aviva in Hong Kong and Singapore, HP (social media work), Trend Micro, Autodesk, Cathay Pacific (global crisis training), Wrigley (China and Australia), and Etihad. They join a client list that

includes multimarket, multi-practice clients such as Microsoft, Johnson & Johnson, Samsung, MSD, Sanofi-Aventus, Reckitt Benckiser, Shell, Astra Zeneca, and the Property Management Institute.

But what really sets Edelman apart is its thought leadership. No global firm has done more than Edelman to produce original, valuable research into critical issues, and in the Asia-Pacific region the firm has spent more than \$300,000 over the past 12 months producing a variety of reports. Its annual Trust Barometer has become the definitive study on the issue, monitoring trust in corporations, media, and other key institutions, and includes surveys of key Asian markets. The firm also recently completed its goodpurpose research—focused on CSR and cause marketing—which also included feedback from consumers in China, India and Japan.