

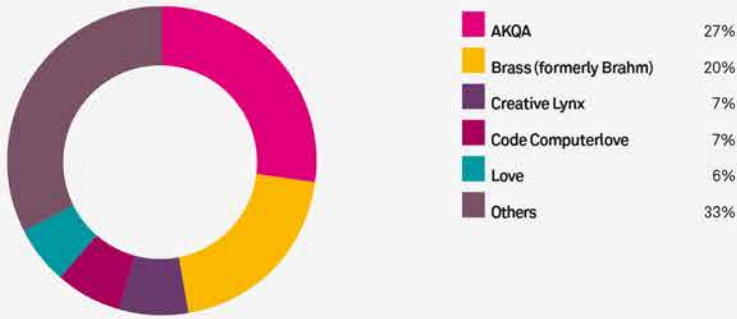


## Advertising UK Top 10

We introduced advertising as a specialism last year to accommodate smaller groups, particularly in the regions, for which it is part of the branding mix. The same is true for digital groups like AKQA, which tops this year's chart, replacing In2, which didn't take part in the survey this year. Leeds-based Brass enters the top five, while The Chase drops out.

### Market share Advertising

Position	Consultancy	UK fee-income £000
1	AKQA	1860
2	Brass (formerly Brahm)	1340
3=	Code Computerlove	500
3=	Creative Lynx	500
5	Love	399

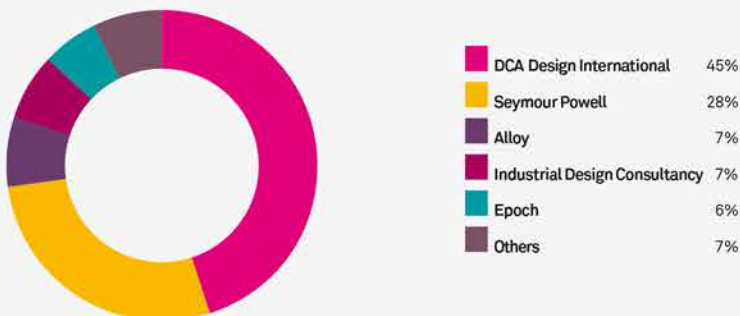


## Product design UK Top 10

Fees were up for the top product design groups last year, with DCA International, Seymour Powell and Industrial Design Consultancy all reporting a healthy increase. Shore Design and 1HQ – listed last year on the strength of its structural packaging – drop out. They are replaced by Hampshire-based Alloy and Loewy Group-owned Epoch.

### Market share Product design

Position	Consultancy	UK fee-income £000
1	DCA Design International	9692
2	Seymour Powell	6118
3	Alloy	1499
4	Industrial Design Consultancy	1460
5	Epoch	1331



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