

CRO's Top 10 PR Firms in Corporate Responsibility 2008

Rank	Firm Name	PR Pros in CR	Number of CR Clients	Representative CR-Related Clients	URLs	Headquarters Area	Service	Ownership & Affiliations
1	Manning Selvage & Lee	160	40	Philips, GM, Roche, Underwriters Labs (Asia), Financial Times (Europe)	www.mslpr.com	New York	global	Publicis
2	Ketchum	110	57	Direct Energy, FedEx, Frito-Lay, Hyundai, White Wave Food	www.ketchum.com	New York	53 countries	Omnicom Group
3	Edelman	105	45	AIG, CB Richard Ellis, Coca-Cola Enterprises, GE, Orange (UK), Total, Starbucks, Wyeth	www.edelman.com	New York	50 countries	Independent
4	Porter Novelli	100	41	WBCSD, National Institutes of Health, Procter & Gamble, Qualcomm	www.porternovelli.com	Washington, D.C.	40 countries	Omnicom Group
5	Ruder Finn	55	22	Citibank, GE, Kellogg, Global Green, Trust for Public Lands	www.ruderfinn.com	New York	20 countries	Independent

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6	Burson-Marsteller	55	20	General Mills, Hewlett-Packard, Merrill Lynch, SAP, National Cattlemen's Beef Association	www.burson-marsteller.com	New York	57 countries	WPP owns Young & Rubicam brands, which owns B-M
7	DDB BIG	49	20	Amtrak, Holland America Line, Microsoft, Ste. Michelle Wine Estates	www.ddbbig.com	Seattle	8 countries	DDB
8	Golin Harris	30	22	McDonald's, Toyota, Dow Chemical	www.golinharris.com	Chicago	40 countries	Interpublic Group
9	Cone	30	17	Nestle Waters North America, Starbucks, Timberland	www.coneinc.com	Boston	U.S.	Omnicom Group
10	National PR	15	100	Toronto Stock Exchange, National Bank of Canada, World Lottery Assoc., IKEA Canada, Unilever	www.national.ca	Montreal, U.S., U.K.	Canada, .	Affiliated with B-M & Global Public Affairs