



RRD Marketing Solutions Ranked Among Top Global Advertising and Marketing-Services Agencies in Advertising Age Annual Agency Report

May 02, 2019

First-time inclusion in report reinforces strength of RRD Marketing Solutions group among both traditional and non-traditional providers

CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD), a leading global provider of multichannel solutions for marketing and business communications, today announced that RRD Marketing Solutions was recognized in *Ad Age's* 75th annual **Agency Report**, which ranks and analyzes advertising and marketing-services agencies based on U.S. and worldwide revenue. This is the first year that Marketing Solutions has been included on the list, just over a year after the new segment was formed to help clients optimize marketing communications across all channels: online, offline and onsite.

The 75th annual *Ad Age* Agency Report was produced by the Ad Age DataCenter and includes rankings of advertising, marketing services, and media agencies based on 2018 revenue. RRD Marketing Solutions was recognized and ranked in the following categories:

- Largest U.S. Agencies From All Disciplines - #8
- World's 25 Largest Agency Companies - #18
- Largest U.S. CRM/Direct Marketing Networks - #5
- World's Largest CRM/Direct Marketing Networks - #9
- Largest U.S. Promotion Networks - #2

"*Advertising Age's* Annual Agency Report reflects the progress we've made just over a year after the formation of the RRD Marketing Solutions group," said Doug Ryan, President, RRD Marketing Solutions. "We continue to build and integrate our capabilities across all of RRD to offer clients a powerful breadth of resources focused squarely on optimizing program execution and return on investment."

In late 2017, RRD hired Doug Ryan, formerly President, Digitas North America, to lead the newly integrated RRD Marketing Solutions group. RRD Marketing Solutions was also recognized by Forrester in two reports last year. The group was selected by Forrester as a Leader in The Forrester Wave™: Customer Database and Engagement Agencies, Q2 2018 and included in Forrester's Now Tech: Content Production Agencies, Q4 2018 report.

For more information about RRD Marketing Solutions, please visit: rrd.com/ms

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 clients and 39,500 employees across 34 countries, RRD offers the industry's most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies. For more information, visit rrd.com.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190502005042/en/>

Media Contact:

Mark LoCastro

Affect (for RRD)

212-398-9680

mlocastro@affect.com

Source: RRD

© 1998 - 2019 R.R. Donnelley & Sons Company, all rights reserved.