

#### 4A's 2009 O'Toole Award Winners

Best Large Agency: BBDO New York

Best Mid-sized Agency: Bartle Bogle Hegarty

Best Small Agency: Barrie D'Rozario Murphy

## Congratulations, BBDO and Bartle Bogle Hegarty. We're coming after you.

We're thrilled to have been named the best small agency by the American Association of Advertising Agencies. That's the best agency under 100 people.

And we're even more thrilled that it's for work done for our big (and wonderful) blue-chip clients like United Airlines, Best Buy and Applied Materials. Not to mention our nice little client, the Chambers Hotel.

But that's where the excitement ends and the jealousy starts.

Honestly, we'd rather be a medium or large agency.

For a start, they get to charge three times what we do for the same work.

They get to create large org charts of FTEs working on clients' businesses. And bill them all by the hour.

They get to throw 12 creative teams on every little project.

And best of all, their agency heads get to just show up at pitches, make fancy presentations and then disappear.

At our place, poor B., D. and M. have to stay focused on clients' businesses *even after* a new-business win.

It's really not fair.

This year, we were one of only two U.S. agencies to win a Gold Lion for film at Cannes. Did we get to go? No. We were busy in client meetings when we'd much rather have been in our Speedos with all the medium and big agency people.

But really, we don't mean to complain.

We're thrilled to have been selected the best small agency in the country.

So if you're a client looking for a talented, passionate agency that's also lean and efficient, please call us.

We're big enough to be the agency of record for Fortune 500 companies. And small enough that our success is intrinsically tied to each one of our clients. Like it should be.

But do call soon. With a little luck we won't be small for too long.

**Barrie**D'RozarioMurphy

If you want to know more about us or would like a copy of our DVD "What Clients are saying about BD'M"  
please call David Murphy, Stuart D'Rozario or Bob Barrie at 612.279.1500 • [www.bdm.net](http://www.bdm.net)