LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
4 PINES	4 Pines Brewing Company	Monster Children Creative	Strategic and creative AOR	Unknown	72andSunny	Unknown
Adobe Adobe	Adobe	Wavemaker Expected to defend	Media	Global	Review in process	Υ
AkzoNobel	AkzoNobel	MediaCom	Digital media AOR	Global	Mediahub	Υ
ALEVE	Aleve	Unknown	Creative AOR	US	MullenLowe New York	Υ
AMC NETWORKS	AMC Networks	Dentsu and Allied Global Media	Media AOR	Global	Known	Υ
Amica Auto Home Life	Amica Insurance	Cronin	Integrated AOR	US	Mother NY and Media by Mother	Υ
<b>ABInBev</b>	Anheuser-Busch InBev	Publicis Groupe	Media AOR	US	Publicis Groupe Retained	Υ
<i></i> ABInBev	Anheuser-Busch InBev Bud Light beer	Wieden+Kennedy	Creative AOR	US	Anomaly	Υ
	Anheuser-Busch InBev Bud Light seltzers, zero calorie drinks, etc.	Wieden+Kennedy	Line extensions	US	The Martin Agency	Υ
ANYTIME	Anytime Fitness	Unknown	Creative AOR	Global	Mischief @ No Fixed Address	Υ
OWD .	Audi of America	Bell & Partners	Creative and strategic AOR	US	Ogilvy	Υ
audible an amazon company	Audible	Spark Foundry and others	Paid media AOR	Global	Wavemaker	Υ
	The Auto Club Group	None	Integrated lead agency	US	Digitas	Unknown
Beam SUNTORY	Beam Suntory	Unknown	Creative AOR	Unknown	Highdive	Unknown
BENTLEY	Bentley Motors	Keko London and Solve	Lead creative and strategic AOR	Global	McCann Worldwide	Unknown
DIAMOND	Blue Diamond Growers	TBWA/Chiat/Day LA	Creative AOR	US	McKinney LA	Υ
BLUETRITON	BlueTriton	Unknown	Media AOR	US	Horizon Media	Υ

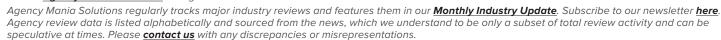
©2023 Agency Mania Solutions. All rights reserved.

Agency Mania Solutions regularly tracks major industry reviews and features them in our **Monthly Industry Update**. Subscribe to our newsletter **here**. Agency review data is listed alphabetically and sourced from the news, which we understand to be only a subset of total review activity and can be speculative at times. Please **contact us** with any discrepancies or misrepresentations.



1000	CHENT	INCUMPENT	CHANCE/SCOPE	FOCUS ADEA	NEW ACENICY	DEV/JEW/2
LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
BMW GROUP	BMW Group BMW and MINI	Wavemaker	"Offline" media planning and buying	Europe	iProspect	Υ
Boar's Head	Boar's Head	Hill Holliday	Creative AOR	US	DiGo DiMassimo Goldstein	Y
BOMBAS	Bombas	Unknown	Video AOR	Unknown	Horizon Next	Unknown
Bonferna.	Bonterra Organic Vineyards	Unknown	Creative and media	Unknown	Duncan Channon	Υ
boss beauties	Boss Beauties	Unknown	Creative AOR	Unknown	Wieden+Kennedy	Unknown
BUD LIGHT	Bud Light Bud Light, Bud Light Seltzer, Bud Light Next	Wieden+Kennedy NY Declined to participate	Creative	US	Review in process	Υ
BURBERRY	Burberry	Dentsu International  Expected to defend	Media	Global	Review in process	Υ
BURGER	Burger King	David Defending	Creative	US	Review in process	Υ
BURGER	Burger King	Horizon Defending	Media	US	Review in process	Υ
C <sub>*</sub> A	C&A	Unknown	Strategic and creative AOR	Europe	DDB Europe	Υ
CIBC 🗘	Canadian Imperial Bank of Commerce	Unknown	Creative AOR	Canada and US	Courage	Υ
CIBC 🛇	Canadian Imperial Bank of Commerce	Unknown	"Implementation" AOR Production	Canada and US	Oliver	Y
Celebrity	Celebrity Cruises	Media Storm	Media AOR	North America	Mediahub	Υ
CHAMBERLAIN GROUP	Chamberlain Group	Schafer Condon Carter	AOR	Unknown	Droga5	Υ
Colectivo.	Colectivo Coffee	None	AOR	US	Hanson Dodge	N
COMMERZBANK 스	Commerzbank	Unknown	Advertising communication lead agency	Germany	Leo Burnett	Υ
crocs	Crocs	McKinney	Creative and media AOR	Global	Digitas	Y

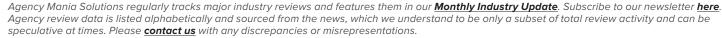






LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
DEPE	Crunch Fitness	Various project relationships Strawberry Frog, Code and Theory, and The Sasha Group	Creative AOR	Unknown	Familiar Creatures	Unknown
<b>♥CVS</b> Health.	CVS Health	BBDO	Creative and CRM AOR	US	Publicis Groupe	Υ
Yuengling	D.G. Yuengling & Son Inc	Havas	Media AOR	US	Zimmerman Advertising	Υ
DeLonghi	De'Longhi Group	Wavemaker	Media AOR	North America	Mediaplus North America	Υ
)GC	Digital Gaming Corporation	Unknown	Strategic and creative AOR	US	Deutsch NY	Unknown
DISC VER	Discover Financial Services	Spark Foundry.	Media AOR	US	Mindshare	Υ
Dropbox	Dropbox	Mediahub	Media AOR	Global	Gale	Υ
	Dude Products Dude Wipes	None	Creative and media AOR	Unknown	Curiosity	N
E-CLOTH	E-Cloth	Unknown	Integrated AOR	Unknown	Rinck Advertising	Υ
EARGO	Eargo	MMSI on select media planning and buying	Media AOR	US	UM	Υ
Echo Park	Echopark Automotive	None	AOR	US	VaynerMedia	Υ
edenhealth	Eden Health	None	AOR	US	Hub San Francisco	Υ
Edgewell TM PERSONAL CARE	Edgewell	Assembly	Media AOR	US	Havas Media Group HMG North America	Υ
EDRINGTON U K	Edrington UK	Unknown	Digital AOR	Global	Wunderman Thompson	Υ
ekaterra	Ekaterra	Unknown	Media AOR	Global	PHD	Υ
<b>essity</b>	Essity	Unknown	Ecommerce and UX design	Global	Wunderman Thompson	Υ
ESTĒE LAUDER	Estee Lauder	Unknown	Media AOR	North America	Decoded	Υ

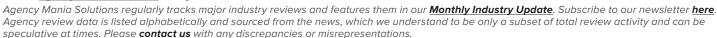






LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
الإنجاج ETIHAD	Etihad Airways	Crossmedia Defended	Media AOR	Global	Crossmedia	Υ
EYEMART EXPRESS	Eyemart Express	Kelly Scott Madison KSM	Media AOR	US	Media Storm	Υ
<b>FedEx</b>	FedEx	OMD Expected to defend	Media	Unknown	Review in process	Υ
Ford	Ford	BBDO	Creative and brand strategy AOR	Global	Wieden+Kennedy	N
FOREVER 21	Forever 21	None	Culture agency	US	The Salon	N
<b>-freshdirect</b> .	FreshDirect	Agencies on a project basis	Creative AOR	US	Curiosity	Υ
GEICO.	Geico	Horizon Unknown if defending	Media	US	Review in process	Υ
GENERAL SINSURANCE	The General	Highdive	Creative AOR	US	Energy BBDO	Υ
General Mills	General Mills Old El Paso	Unknown	Creative AOR	Global	VCCP	Υ
gm	General Motors	Unknown	Creative AOR branded diversity	Unknown	Majority	Unknown
glanbia PEROBRANCE NUTRITION	Glanbia Performance Nutrition	Various agencies	Media AOR	US	Horizon Media	Υ
GoodLife FITNESS.	GoodLife Fitness	Unknown	Creative AOR	Canada	Gut Toronto	Unknown
GOOD YEAR	Goodyear	Unknown	Media and creative AOR Company-owned properties	Unknown	Colle McVoy	Unknown
GREENBOX	GreenBox	None	Advertising and branding AOR	Global	Innocean USA	Υ
GRUBHUB	Grubhub	Dentsu Out-of-home media Havas TV media	Media AOR	US	UM	Υ
H&R BLOCK	H&R Block	Carmichael Lynch	Creative AOR	Unknown	Ogilvy	N







1000	OUTNIT	INICHIADENT	01141105/00055	E00110 4554	NEW AGENCY	DE\ ('
LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
H&R BLOCK	H&R Block	Carmichael Lynch	Media, data and analytic, CRM	Unknown	Gale	N
HARMAN A BAMBUNG COMPANY	Harman International	Unknown	AOR	Global	Havas Group	Υ
Hartz	Hartz	Carmichael Lynch	Creative and media AOR	Unknown	Cutwater	Υ
HARVEST SNAPS	Harvest Snaps	Unknown	Digital creative AOR	US	Cutwater	Υ
<b>HBOMQX</b>	НВО Мах	BBDO Expected to defend	Creative	Global	Review in process	Υ
Heineken <sup>®</sup>	Heineken	Unknown	Creative and production AOR	Global	Review in process	Υ
Heineken <sup>°</sup>	Heineken USA	Canvas Worldwide	Media AOR	US	Dentsu	Unknown
Holland America Line®	Holland America	Multiple agencies on a project basis	Creative AOR	US	Curiosity	Υ
HONDA The Power of Dreams	Honda UK	Karmarama	Lead creative	UK	Karmarama	Υ
<b>7</b> НҮППОЯІ	Hyundai Motor America	LatinWorks and Del Rivero Messianu DDB	Hispanic marketing AOR	US	Lopez Negrete Communications	Υ
ІНОР	IHOP	Droga5	Creative AOR	Unknown	Pereira O'Dell	Υ
I Intercept music	Intercept Music	Unknown	Integrated AOR	Global	Workhouse	Unknown
ITRUSTCAPITAL	iTrust Capital	Unknown	Media AOR	US	Ocean Media	Unknown
in the box	Jack In The Box	David & Goliath	Lead creative	US	TBWA\Chiat\Day LA	Υ
<b>JCPenney</b>	JCPenney	OMD	Media AOR	US	Dentsu X	Υ
DDE Peets	JDE Peet's	Unknown	Creative	Global	Consolidated with WPP	Unknown

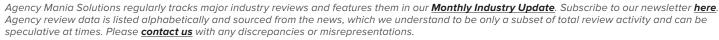


Agency Mania Solutions regularly tracks major industry reviews and features them in our **Monthly Industry Update**. Subscribe to our newsletter **here**. Agency review data is listed alphabetically and sourced from the news, which we understand to be only a subset of total review activity and can be speculative at times. Please **contact us** with any discrepancies or misrepresentations.



LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
JIMBEAM (1795	Jim Beam	Adam&Eve DDB	Creative AOR	Global	Leo Burnett	Υ
JOHN B. SANFILIPPO & SON, INC	John B. Sanfilippo & Son, Inc.	None	Strategic and creative AOR	Unknown	Terri & Sandy	Υ
JOHN B. SANFILIPPO & SON, INC	John B. Sanfilippo & Son, Inc.	None	Media AOR	Unknown	Cage Point	Υ
Kashi	Kellogg <i>Kashi</i>	Unknown	Creative AOR	North America	Leo Burnett Chicago	Unknown
KFC .	KFC	Wieden+Kennedy	Media AOR	US	Spark Foundry	Υ
KOHĽS	Kohl's	Zenith	Media AOR	US	Horizon Media	Υ
Kroger	Kroger Kroger Health	Unknown	Strategic and creative AOR	US	DDB New York	Unknown
LEGOLAND.	Legoland Resorts of North America	None	Creative AOR	US	Cornett	Υ
Lenovo	Lenovo	Lenovo One Media	Media AOR	Global	Assembly and Dentsu	Υ
LEO	LEO Pharma	Unknown	AOR	Global	ВВН	Υ
Linked in	LinkedIn	Unknown	Marketing accelerator consultancy	Unknown	Traction	Unknown
LOTTO.COM	Lotto.com	None	Creative AOR	US	Havas	Υ
<b>⊘</b> LTK	LTK	Unknown	AOR	Global	Deloitte Digital	Unknown
Lumenis <sup>®</sup> Energy to Healthcare	Lumenis	Unknown	AOR	US	Markacy	Unknown
ly₽	Lyft, Inc.	VaynerMedia	Media AOR	US	Mediahub LA	Υ
MARS	Mars Inc.	Unknown	Media AOR	Global	MediaCom	Υ
MATALAN	Matalan	Unknown	Media AOR	Global	Havas Media Group	Υ







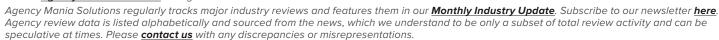
LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
M	McDonald's	OMD	Media	US	Starcom	N
MICHELIN	Michelin	Unknown	CRM AOR	Global	Ogilvy Experience	Υ
Migros Fachmarkt AG	Migros Fachmarkt AG	Unknown	Strategic marketing and communications		WPP	Υ
Mondelez, International SNACKING MADE RIGHT	Mondelēz	Wavemaker and Carat	\$500 Million in additional spending	Europe	Publicis Groupe	Υ
Mondelez, International SNACKING MADE RIGHT	Mondelēz	Wavemaker and Carat	Video, content and multicultural marketing	US and Canada	Publicis Groupe	Υ
Nationwide	Nationwide	Universal McCann	Media AOR	US	Essence	Υ
<b>N</b> nerdwallet	NerdWallet	ARGONAUT	Creative AOR	US	Deutsch LA	Υ
	Nike	Wieden+Kennedy	Media AOR	North America and Global Digital	PMG	Υ
	Nike	Mindshare and Assembly	Media AOR	All Other Markets	Initiative	Υ
	Nike	Mindshare	Media AOR	North America	PMG	Y
	Nike	Mindshare	Integrated media	Global	Initiative	Υ
NIRVANA WATER SCIENCES CORP	Nirvana Water Sciences Corp.	Unknown	AOR	Unknown	SCS	Unknown
NORTHERN' TOOL + EQUIPMENT	Northern Tool + Equipment	Unknown	Strategic and creative AOR	US	Colle McVoy	Υ
NORWEGIAN CRUISE LINE®	Norwegian Cruise Line	OMD <i>Traditional Buying, US</i> 360i <i>Digital Media, US</i> Neo Media World <i>Media, EU</i>	Media AOR	Global	Digitas	Unknown
ORKIN	Orkin	The Richards Group	Strategic and creative AOR	US	DDB Chicago	Υ
Pabst	Pabst Brewing	72andSunny Creative Assembly Media	Creative AOR PBR Media AOR Other brands	US	DNA	Υ





LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
Pacaso	Pacaso	Unknown	Media AOR	Global	Mediahub	Unknown
Pacaso	Pacaso	Unknown	Creative AOR	Global	ВВН	Unknown
PACSUN	PacSun	MuteSix	Paid media AOR	Unknown	Tinuiti	Unknown
PEPSICO	PepsiCo	WPP	Media AOR	China	Publicis Groupe	Υ
PEPSICO	PepsiCo	Mindshare	Media	India	Publicis Group	Υ
PERDUE	Perdue Foods	The Via Agency	Creative AOR	US	Colle McVoy	Υ
Pernod Ricard	Pernod Ricard Jameson, Absolut, and other alcohol brands	Wavemaker	Media AOR	US	Publicis Groupe	Υ
planet fitness	Planet Fitness	Publicis Group	AOR	Unknown	Barkley	Unknown
Post CONSUMER BRANDS	Post Consumer Brands	Spark Foundry	Media AOR	US	Mediahub	Υ
<b>Prudential</b>	Prudential Financial	StrawberryFrog Did not defend	Creative and advertising AOR	Unknown	McCann	Υ
ר randstad	Randstad	Unknown	Creative AOR	Global	Havas Creative	Υ
Rebel	Rebel Creamery	None	Integrated AOR	Unknown	TDA Boulder	Unknown
RED LOBSTER	Red Lobster	Publicis Groupe	Creative and strategy AOR	North America	Barkley	Υ
restaurant brands international	Restaurant Brands International Burger King, Popeyes, Tim Hortons	Horizon Media	Media AOR	US and Canada	PHD	Υ
restaurant brands international	Restaurant Brands International Burger King	David	Creative AOR	US	OKRP	Υ







LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
Reynolds Description Consumer Products	Reynolds Consumer Products	Havas Chicago	Creative AOR	Unknown	DDB Chicago	Υ
Reynolds 2	Reynolds Consumer Products	Havas Chicago	Media AOR	Unknown	Hearts & Science	Υ
OROYAL AIR FORCE	Royal Air Force	Unknown	Lead creative AOR	UK	House 337 Formerly Engine Creative	Υ
ROYAL NAVY	Royal Navy	Unknown	Lead creative AOR	UK	House 337 Formerly Engine Creative	Υ
S&P Global	S&P Global Inc.	Unknown	Lead Strategy, creative	Global	Joan	Unknown
THE TON SALVARY	The Salvation Army Thrift Stores and Adult Rehab Centers	Unknown	Lead agency	US	Barkley	Unknown
sam's club.	Sam's Club	Haworth	Media	Unknown	Review in process	Υ
sam's club.	Sam's Club	VMLY&R Defending	Creative AOR	Unknown	Review in process	Υ
SAMSUNG	Samsung	Wunderman Thompson Defended	CRM AOR	Europe	Wunderman Thompson UK	Υ
<b>♦</b> Santander	Santander	Unknown	AOR	UK, Spain, and Portugal	Carat	Υ
<b>♦</b> Santander	Santander	Unknown	AOR	US and Poland	Dentsu X	Υ
SCI ohnson A turnity company at words for a beniar world	SC Johnson	Omnicom Media Group Defended	Media AOR	Global	Omnicom Media Group	Υ
Dr. Scholl's	Scholl's Wellness Co	Havas Germany	Creative	Global	Review in process	Υ
SEAT GEEK	SeatGeek	Unknown	Media AOR	Unknown	Wavemaker	Υ
SESAME WORKSHOP	Sesame Workshop	None	Media AOR	Unknown	Known	Υ
SHIBUMI	Shibumi Shade	Unknown	Brand AOR	USA	Baldwin&	Unknown
SMIRNOFF	Smirnoff	72andSunny	Creative AOR	Global	McCann	Υ

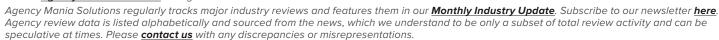






SONOS Sonos VCCP New York and Muh-Tay-Zik/Hof-Fer Creative AOR Global 72a  Steak-umm Company Allebach Communications Integrated AOR Unknown Tor	2andSunny	Y Inknown
Steak-umm Company  Allebach Communications  Integrated AOR  Unknown  Tor	ombras U	
		Inknown
A STOLL	uriosity	
STOLI GROUP None Social media AOR Global Cui		Υ
T. Marzetti Company Cramer-Krasselt Integrated AOR US The	he Shipyard	Υ
Tattooed Chef Unknown Social and digital AOR Unknown Du	uncan Channon	Υ
tinder Tinder Crossmedia Media AOR Global Vay	aynerMedia	Υ
Topgolf Converse Creative AOR Global And	nomaly	Υ
Tripadvisor Unknown Media AOR Unknown Occ	cean Media	Υ
Trojan 72andSunny Creative AOR US Via	ia	Υ
Uber   Unknown   Creative AOR   Global   John	ohannes Leonardo	Υ
Under Armour MullenLowe Creative AOR Global Zar	ambezi	Υ
<b>Unity</b> Unity Various agencies Media Global Me	ledia.Monks	Υ
Universal Nutrition None Digital AOR US Ter	erri & Sandy U	Inknown
Upwork Unknown Media AOR Global UM	M	Υ
	lcCann /orldgroup	N
ViiV Healthcare Unknown AOR Global He	ealth & You	Υ







LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
Virgin	Virgin Group Virgin Red	Bountiful Cow	AOR	UK, US, various EU markets	Carat	Υ
VOYAGES	Virgin Voyages	Unknown	Media-related marketing	UK	Hearts & Science	Unknown
VOYAGES	Virgin Voyages	Unknown	Media-related marketing	North America	Resolution	Unknown
O	Vodafone	Unknown	Non-digital media services	Europe and Africa	Carat	Υ
VOLVO	Volvo Trucks North America	None	Creative AOR	North America	Baldwin&	Υ
Walgreens Boots Alliance	Walgreens Boots Alliance	Mediacom Expected to defend	Media	US	Review in process	Υ
Wells Marx 1917	Wells Enterprises	Unknown	Integrated AOR	US	Gale	Unknown
Wild	Wild	Unknown	Full-service creative AOR	Global	BBH London	N
WOLVERINE WORLDWIDE	Wolverine Worldwide	Various agencies	Media AOR	Global	Havas Media	Υ
Yum!	Yum! Brands KFC	Wieden+Kennedy	Lead creative	US	MullenLowe	Υ
<b>≱Zillow</b>	Zillow	Fig Expected to defend	Creative	Unknown	Review in process	Υ

