

2022: Agency Reviews and Roster Changes

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

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	BMW Group <i>BMW and MINI</i>	Wavemaker	"Offline" media planning and buying	Europe	iProspect	Y
	Boar's Head	Hill Holliday	Creative AOR	US	DiGo <i>DiMassimo Goldstein</i>	Y
	Bombas	Unknown	Video AOR	Unknown	Horizon Next	Unknown
	Bonterra Organic Vineyards	Unknown	Creative and media	Unknown	Duncan Channon	Y
	Boss Beauties	Unknown	Creative AOR	Unknown	Wieden+Kennedy	Unknown
	Bud Light <i>Bud Light, Bud Light Seltzer, Bud Light Next</i>	Wieden+Kennedy NY <i>Declined to participate</i>	Creative	US	<i>Review in process</i>	Y
	Burberry	Dentsu International <i>Expected to defend</i>	Media	Global	<i>Review in process</i>	Y
	Burger King	David <i>Defending</i>	Creative	US	<i>Review in process</i>	Y
	Burger King	Horizon <i>Defending</i>	Media	US	<i>Review in process</i>	Y
	C&A	Unknown	Strategic and creative AOR	Europe	DDB Europe	Y
	Canadian Imperial Bank of Commerce	Unknown	Creative AOR	Canada and US	Courage	Y
	Canadian Imperial Bank of Commerce	Unknown	"Implementation" AOR <i>Production</i>	Canada and US	Oliver	Y
	Celebrity Cruises	Media Storm	Media AOR	North America	Mediahub	Y
	Chamberlain Group	Schafer Condon Carter	AOR	Unknown	Droga5	Y
	Colectivo Coffee	None	AOR	US	Hanson Dodge	N
	Commerzbank	Unknown	Advertising communication lead agency	Germany	Leo Burnett	Y
	Crocs	McKinney	Creative and media AOR	Global	Digitas	Y

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	Crunch Fitness	Various project relationships <i>Strawberry Frog, Code and Theory, and The Sasha Group</i>	Creative AOR	Unknown	Familiar Creatures	Unknown
	CVS Health	BBDO	Creative and CRM AOR	US	Publicis Groupe	Y
	D.G. Yuengling & Son Inc	Havas	Media AOR	US	Zimmerman Advertising	Y
	De'Longhi Group	Wavemaker	Media AOR	North America	Mediaplus North America	Y
	Digital Gaming Corporation	Unknown	Strategic and creative AOR	US	Deutsch NY	Unknown
	Discover Financial Services	Spark Foundry.	Media AOR	US	Mindshare	Y
	Dropbox	Mediahub	Media AOR	Global	Gale	Y
	Dude Products <i>Dude Wipes</i>	None	Creative and media AOR	Unknown	Curiosity	N
	E-Cloth	Unknown	Integrated AOR	Unknown	Rinck Advertising	Y
	Eargo	MMSI on select media planning and buying	Media AOR	US	UM	Y
	Echopark Automotive	None	AOR	US	VaynerMedia	Y
	Eden Health	None	AOR	US	Hub San Francisco	Y
	Edgewell	Assembly	Media AOR	US	Havas Media Group <i>HMG North America</i>	Y
	Edrington UK	Unknown	Digital AOR	Global	Wunderman Thompson	Y
	Ekaterra	Unknown	Media AOR	Global	PHD	Y
	Essity	Unknown	Ecommerce and UX design	Global	Wunderman Thompson	Y
ESTÉE LAUDER	Estee Lauder	Unknown	Media AOR	North America	Decoded	Y

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	Etihad Airways	Crossmedia <i>Defended</i>	Media AOR	Global	Crossmedia	Y
	Eyemart Express	Kelly Scott Madison <i>KSM</i>	Media AOR	US	Media Storm	Y
	FedEx	OMD <i>Expected to defend</i>	Media	Unknown	<i>Review in process</i>	Y
	Ford	BBDO	Creative and brand strategy AOR	Global	Wieden+Kennedy	N
FOREVER 21	Forever 21	None	Culture agency	US	The Salon	N
	FreshDirect	Agencies on a project basis	Creative AOR	US	Curiosity	Y
	Geico	Horizon <i>Unknown if defending</i>	Media	US	<i>Review in process</i>	Y
	The General	Highdive	Creative AOR	US	Energy BBDO	Y
	General Mills <i>Old El Paso</i>	Unknown	Creative AOR	Global	VCCP	Y
	General Motors	Unknown	Creative AOR branded diversity	Unknown	Majority	Unknown
	Glanbia Performance Nutrition	Various agencies	Media AOR	US	Horizon Media	Y
	GoodLife Fitness	Unknown	Creative AOR	Canada	Gut Toronto	Unknown
	Goodyear	Unknown	Media and creative AOR Company-owned properties	Unknown	Colle McVoy	Unknown
	GreenBox	None	Advertising and branding AOR	Global	Innocean USA	Y
	Grubhub	Dentsu <i>Out-of-home media</i> Havas <i>TV media</i>	Media AOR	US	UM	Y
	H&R Block	Carmichael Lynch	Creative AOR	Unknown	Ogilvy	N

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	H&R Block	Carmichael Lynch	Media, data and analytic, CRM	Unknown	Gale	N
	Harman International	Unknown	AOR	Global	Havas Group	Y
	Hartz	Carmichael Lynch	Creative and media AOR	Unknown	Cutwater	Y
	Harvest Snaps	Unknown	Digital creative AOR	US	Cutwater	Y
	HBO Max	BBDO <i>Expected to defend</i>	Creative	Global	<i>Review in process</i>	Y
	Heineken	Unknown	Creative and production AOR	Global	<i>Review in process</i>	Y
	Heineken USA	Canvas Worldwide	Media AOR	US	Dentsu	Unknown
	Holland America	Multiple agencies on a project basis	Creative AOR	US	Curiosity	Y
	Honda UK	Karmarama	Lead creative	UK	Karmarama	Y
	Hyundai Motor America	LatinWorks and Del Rivero Messianu DDB	Hispanic marketing AOR	US	Lopez Negrete Communications	Y
	IHOP	Droga5	Creative AOR	Unknown	Pereira O'Dell	Y
	Intercept Music	Unknown	Integrated AOR	Global	Workhouse	Unknown
	iTrust Capital	Unknown	Media AOR	US	Ocean Media	Unknown
	Jack In The Box	David & Goliath	Lead creative	US	TBWA\Chiat\Day LA	Y
	JCPenney	OMD	Media AOR	US	Dentsu X	Y
	JDE Peet's	Unknown	Creative	Global	Consolidated with WPP	Unknown

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	Jim Beam	Adam&Eve DDB	Creative AOR	Global	Leo Burnett	Y
 JOHN B. SANFILIPPO & SON, INC.	John B. Sanfilippo & Son, Inc.	None	Strategic and creative AOR	Unknown	Terri & Sandy	Y
 JOHN B. SANFILIPPO & SON, INC.	John B. Sanfilippo & Son, Inc.	None	Media AOR	Unknown	Cage Point	Y
	Kellogg Kashi	Unknown	Creative AOR	North America	Leo Burnett Chicago	Unknown
	KFC	Wieden+Kennedy	Media AOR	US	Spark Foundry	Y
	Kohl's	Zenith	Media AOR	US	Horizon Media	Y
	Kroger Kroger Health	Unknown	Strategic and creative AOR	US	DDB New York	Unknown
	Legoland Resorts of North America	None	Creative AOR	US	Cornett	Y
	Lenovo	Lenovo One Media	Media AOR	Global	Assembly and Dentsu	Y
	LEO Pharma	Unknown	AOR	Global	BBH	Y
	LinkedIn	Unknown	Marketing accelerator consultancy	Unknown	Traction	Unknown
	Lotto.com	None	Creative AOR	US	Havas	Y
	LTK	Unknown	AOR	Global	Deloitte Digital	Unknown
	Lumenis	Unknown	AOR	US	Markacy	Unknown
	Lyft, Inc.	VaynerMedia	Media AOR	US	Mediahub LA	Y
	Mars Inc.	Unknown	Media AOR	Global	MediaCom	Y
	Matalan	Unknown	Media AOR	Global	Havas Media Group	Y

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	McDonald's	OMD	Media	US	Starcom	N
	Michelin	Unknown	CRM AOR	Global	Ogilvy Experience	Y
	Migros Fachmarkt AG	Unknown	Strategic marketing and communications		WPP	Y
	Mondelēz	Wavemaker and Carat	\$500 Million in additional spending	Europe	Publicis Groupe	Y
	Mondelēz	Wavemaker and Carat	Video, content and multicultural marketing	US and Canada	Publicis Groupe	Y
	Nationwide	Universal McCann	Media AOR	US	Essence	Y
	NerdWallet	ARGONAUT	Creative AOR	US	Deutsch LA	Y
	Nike	Wieden+Kennedy	Media AOR	North America and Global Digital	PMG	Y
	Nike	Mindshare and Assembly	Media AOR	All Other Markets	Initiative	Y
	Nike	Mindshare	Media AOR	North America	PMG	Y
	Nike	Mindshare	Integrated media	Global	Initiative	Y
	Nirvana Water Sciences Corp.	Unknown	AOR	Unknown	SCS	Unknown
	Northern Tool + Equipment	Unknown	Strategic and creative AOR	US	Colle McVoy	Y
	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	The Richards Group	Strategic and creative AOR	US	DDB Chicago	Y
	Pabst Brewing	72andSunny <i>Creative</i> Assembly <i>Media</i>	Creative AOR <i>PBR</i> Media AOR <i>Other brands</i>	US	DNA	Y

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 Pacaso	Pacaso	Unknown	Media AOR	Global	Mediahub	Unknown
 Pacaso	Pacaso	Unknown	Creative AOR	Global	BBH	Unknown
P A C S U N	PacSun	MuteSix	Paid media AOR	Unknown	Tinuiti	Unknown
 PEPSICO	PepsiCo	WPP	Media AOR	China	Publicis Groupe	Y
 PEPSICO	PepsiCo	Mindshare	Media	India	Publicis Group	Y
 PERDUE	Perdue Foods	The Via Agency	Creative AOR	US	Colle McVoy	Y
 Pernod Ricard	Pernod Ricard <i>Jameson, Absolut, and other alcohol brands</i>	Wavemaker	Media AOR	US	Publicis Groupe	Y
 planet fitness	Planet Fitness	Publicis Group	AOR	Unknown	Barkley	Unknown
 Post CONSUMER BRANDS	Post Consumer Brands	Spark Foundry	Media AOR	US	Mediahub	Y
 Prudential	Prudential Financial	StrawberryFrog <i>Did not defend</i>	Creative and advertising AOR	Unknown	McCann	Y
 randstad	Randstad	Unknown	Creative AOR	Global	Havas Creative	Y
 Rebel	Rebel Creamery	None	Integrated AOR	Unknown	TDA Boulder	Unknown
 RED LOBSTER FRESH FISH-LIKE LOBSTERS	Red Lobster	Publicis Groupe	Creative and strategy AOR	North America	Barkley	Y
 rbi restaurant brands international	Restaurant Brands International <i>Burger King, Popeyes, Tim Hortons</i>	Horizon Media	Media AOR	US and Canada	PHD	Y
 rbi restaurant brands international	Restaurant Brands International <i>Burger King</i>	David	Creative AOR	US	OKRP	Y

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	Reynolds Consumer Products	Havas Chicago	Creative AOR	Unknown	DDB Chicago	Y
	Reynolds Consumer Products	Havas Chicago	Media AOR	Unknown	Hearts & Science	Y
	Royal Air Force	Unknown	Lead creative AOR	UK	House 337 <i>Formerly Engine Creative</i>	Y
	Royal Navy	Unknown	Lead creative AOR	UK	House 337 <i>Formerly Engine Creative</i>	Y
	S&P Global Inc.	Unknown	Lead <i>Strategy, creative</i>	Global	Joan	Unknown
	The Salvation Army <i>Thrift Stores and Adult Rehab Centers</i>	Unknown	Lead agency	US	Barkley	Unknown
	Sam's Club	Haworth	Media	Unknown	<i>Review in process</i>	Y
	Sam's Club	VMLY&R <i>Defending</i>	Creative AOR	Unknown	<i>Review in process</i>	Y
	Samsung	Wunderman Thompson <i>Defended</i>	CRM AOR	Europe	Wunderman Thompson UK	Y
	Santander	Unknown	AOR	UK, Spain, and Portugal	Carat	Y
	Santander	Unknown	AOR	US and Poland	Dentsu X	Y
	SC Johnson	Omnicom Media Group <i>Defended</i>	Media AOR	Global	Omnicom Media Group	Y
	Scholl's Wellness Co	Havas Germany	Creative	Global	<i>Review in process</i>	Y
	SeatGeek	Unknown	Media AOR	Unknown	Wavemaker	Y
	Sesame Workshop	None	Media AOR	Unknown	Known	Y
	Shibumi Shade	Unknown	Brand AOR	USA	Baldwin&	Unknown
	Smirnoff	72andSunny	Creative AOR	Global	McCann	Y

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	Sonos	VCCP New York and Muh-Tay-Zik/Hof-Fer	Creative AOR	Global	72andSunny	Y
	Steak-umm Company	Allebach Communications	Integrated AOR	Unknown	Tombras	Unknown
	Stoli Group	None	Social media AOR	Global	Curiosity	Y
	T. Marzetti Company	Cramer-Krasselt	Integrated AOR	US	The Shipyard	Y
	Tattooed Chef	Unknown	Social and digital AOR	Unknown	Duncan Channon	Y
	Tinder	Crossmedia	Media AOR	Global	VaynerMedia	Y
	Topgolf	Converse	Creative AOR	Global	Anomaly	Y
	Tripadvisor Viator	Unknown	Media AOR	Unknown	Ocean Media	Y
	Trojan	72andSunny	Creative AOR	US	Via	Y
	Uber	Unknown	Creative AOR	Global	Johannes Leonardo	Y
	Under Armour	MullenLowe	Creative AOR	Global	Zambezi	Y
	Unity	Various agencies	Media	Global	Media.Monks	Y
	Universal Nutrition	None	Digital AOR	US	Terri & Sandy	Unknown
	Upwork	Unknown	Media AOR	Global	UM	Y
	Velocity Global	None	Creative AOR	Global	McCann Worldgroup	N
	ViiV Healthcare	Unknown	AOR	Global	Health & You	Y

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	Virgin Group <i>Virgin Red</i>	Bountiful Cow	AOR	UK, US, various EU markets	Carat	Y
	Virgin Voyages	Unknown	Media-related marketing	UK	Hearts & Science	Unknown
	Virgin Voyages	Unknown	Media-related marketing	North America	Resolution	Unknown
	Vodafone	Unknown	Non-digital media services	Europe and Africa	Carat	Y
	Volvo Trucks North America	None	Creative AOR	North America	Baldwin&	Y
	Walgreens Boots Alliance	Mediacom <i>Expected to defend</i>	Media	US	<i>Review in process</i>	Y
	Wells Enterprises	Unknown	Integrated AOR	US	Gale	Unknown
	Wild	Unknown	Full-service creative AOR	Global	BBH London	N
	Wolverine Worldwide	Various agencies	Media AOR	Global	Havas Media	Y
	Yum! Brands <i>KFC</i>	Wieden+Kennedy	Lead creative	US	MullenLowe	Y
	Zillow	Fig <i>Expected to defend</i>	Creative	Unknown	<i>Review in process</i>	Y

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