










# 2023: Agency Reviews and Roster Changes

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
 Adobe	Adobe	Dentsu	Media AOR	EMEA, APAC, Japan	Publicis Media	Y
 Adobe	Adobe	Wavemaker	Media AOR	US, Canada, LATAM	Wavemaker	Y
 AIRBUS	Airbus	Unknown	Media AOR	Global	Crossmedia	Y
 Alaska	Alaska Airlines	Haworth Marketing + Media	Media AOR	US	VaynerMedia Los Angeles	Y
 Allstate	Allstate	Droga5	Creative AOR	US	Wieden+Kennedy Portland	Unk
 amazon	Amazon	Initiative	Media	Global	<i>Review in Process</i>	Y
 AMTRAK	Amtrak	VMLY&R	Creative and Strategy AOR	US	Mekanism	Y
 ancestry	Ancestry	Unknown	Media AOR	Global	Publicis Vita	Unk
 ancestry	Ancestry	In-house	Creative AOR	US, UK, Canada	Wieden+Kennedy	Y
 Apple TV+	Apple TV+	TBWA\Media Arts Lab	Social Media	US	Dentsu Creative	Unk
 Avocados From Mexico ALWAYS GOOD	Avocados From Mexico	Lerma/	Digital AOR	Unknown	Lerma/	Unk
 BackMarket	Back Market	Local Media Agencies Worldwide	Media AOR	Global	Wavemaker	Y
 BACX	BACX	Unknown	Brand and Creative AOR	Unknown	Harbour	Unk
 BARCLAYS	Barclays US Consumer Bank	Arnold Worldwide	Strategic and Marketing AOR	US	Team One	Y
 Beiersdorf	Beiersdorf	WPP and others	Media AOR	Global	OMD	Y
 BLUE DIAMOND ALMONDS	Blue Diamond Growers	Harmelin Media	Media AOR	Global	Spark Foundry	Y
 BMW MOTORRAD	BMW Motorrad USA	Unknown	Advertising and Social Media AOR	US	Tombras	Y

Unk = Unknown

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	BMW of North America	Universal McCann	Media AOR	NAM, LATAM	Critical Mass	Y
	Bob's Discount Furniture	Havas Media	Media AOR	US	Horizon Next	Y
	Bose	WPP and Others	Brand AOR	Global	Vayner Media London	Y
	Bose	WPP and Others	Performance Media AOR	Unknown	Indie PMG	Y
	Bose	WPP and Others	Analytics AOR	Unknown	Ipsos, Hill+Knowlton	Y
	Boston Beer (Truly Hard Seltzer)	Goodby Silverstein	Creative AOR	Global	Ogilvy	Y
	Bristol Myers Squibb	Havas	Media Buying and Planning	US	Mediabrand	Y
	Brompton	Unknown	Strategic and Creative AOR	Global	ScienceMagic	Unk
	Brooks Running	Empower	Paid Media AOR	NAM	Assembly	Y
	Buffalo Wild Wings	The Martin Agency	Creative AOR	Unknown	Anomaly	Y
	Burberry	Dentsu International	Media AOR	Global	OMD	Y
	Carlsberg	Initiative	Media AOR	Global	iProspect	Y
	Chime	Unknown	Integrated AOR	US	AKQA	Unk
	CKE Restaurants	RPA	Media AOR	US	Camelot Strategic Marketing and Media	N
	Clif Bar & Company	SMZ	Creative AOR	Global	David New York	Y
	Código 1530	Unknown	Creative AOR	Unknown	Argonaut	Y

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	Community Coffee	Hill Holliday	Creative AOR	US	Baker and Bonner Creative Emporium	N
	Constellation Brands	Horizon Media	Media AOR	US	Initiative	Y
	Duracell	Wieden+Kennedy	Creative Lead	US	BBH	Y
	Duracell	Wieden+Kennedy	Social AOR	Unknown	Vayner Media	Y
	Durex	<i>Expanding Work Beyond Havas</i>	Brand Lead	US and UK	McCann Worldgroup, MRM	Unk
	Egglife Foods	Hill Holiday	Integrated AOR	US	Haberman	Y
	El Pollo Loco	Vitro	Brand and Digital AOR	US	Organic	Y
	Estée Lauder Companies	Manning Gottlieb OMD	Media AOR	UK and Ireland	Brainlabs	Unk
	Etsy	72andSunny	Creative AOR	Unknown	Orchard	Y
	Eventbrite	Unknown	Creative AOR	Unknown	Mojo Supermarket	Unk
	Foot Locker	Unknown	Creative AOR	Unknown	Preacher	Y
	Ford Motor Co.	VaynerMedia	Social AOR	Global	WPP	Unk
	Freshpet	<i>Expanding Work Beyond Cage Point</i>	Media	Unknown	Empower Media	Unk
	Geico	Horizon Media	Media AOR	US	Mediabrand	Y
	General Mills	Mindshare	Media AOR	Global	UM	Y
	Girl Scouts of the USA (GSUSA)	Unknown	AOR	US	Venables Bell + Partner	Y

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	Gorilla Glue Co.	Empower Media	Media AOR	Unknown	Curiosity	Unk
	Grupo Bimbo	Unknown (consolidation)	Media AOR	Global	PHD	Y
	Haribo	Unknown	Shopper Marketing AOR	US	Colle McVoy	Unk
	Helzberg Diamonds	Horizon Media	Media AOR	US	Walz Tetrick Advertising	Y
	Hi-Chew	Unknown	Social Creative AOR and Paid Media AOR	Unknown	MullenLowe, Carmichael Lynch Media	Unk
	HOA Brands	The Morrison Agency	Creative AOR	US	Firehouse	Y
	HSBC	PHD	Media AOR	Global	Omnicom Media Group	Y
	Hyatt Hotels and Resorts	Unknown	Creative AOR	Global	VMLY&R	Unk
	Ikea	Unknown	Brand Marketing AOR	Global	McCann	Unk
	Indivior	Klick Health, Area 23, Havas Tonic	AOR	US	McKinney	Unk
	Innocean Worldwide	Havas Media	Media AOR	Global	Havas Media	Y
	Intuit QuickBooks	TBWA/Chiat/Day	Creative AOR	Global	FCB New York	Y
	Jack Daniel's Tennessee Whiskey	Unknown	Integrated Communications AOR	Indian Market	BBDO India	Y
	Jägermeister	Engine	Creative AOR	Global	Mother	N
	Jameson	TBWA, Publicis New York	Creative AOR	Global	Ogilvy	Y
	Johnson & Johnson Consumer Healthcare	DDB	Creative	US	Review in Process	Y

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	KB Home	Unknown	Strategic and Creative AOR	US	Team One	Y
	Kimberly-Clark	Mindshare	Media	US	Publicis	Y
	Körber Pharma	Unknown	Marketing Communication Lead	Global	Wunderman Thompson Germany	Y
	Korean Air	Unknown	Media AOR	US	Innocean	Y
	Kraft Heinz	Starcom	Media AOR	US	Carat	Y
	Krak Boba	Unknown	Creative AOR	US	InnoVision Marketing Group	Unk
	L'Oréal	GroupM Wavemaker	Media AOR	US	Omnicom Media Group	Y
	La-Z-Boy	Unknown	Creative AOR	Unknown	Colle McVoy	Unk
	Lego	Initiative (expected to defend)	Media	Global	Review in Process	Y
	Lenovo	Unknown (consolidation)	Creative AOR	Global	Wunderman Thompson	Y
	Lufthansa	Accenture Song	Creative AOR	Global	Serviceplan	Y
	LVMH	Dentsu	Media AOR	NAM	Publicis Groupe	Y
	Lyle's Golden Syrup	Unknown	Creative AOR	UK	ELVIS	Y
	Mattel	Unknown	Creative	Unknown	Review in Process	Y
	Mazda North American Operations	None	Search AOR	NAM	Optimal	Unk
	McCormick and Co	Publicis	Media AOR	Global	Dentsu X	Y

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	Metro	Saatchi and Saatchi	Creative AOR	US	OKRP	Y
	My/Mochi	Unknown	Creative and Strategic Lead	Unknown	Terri and Sandy	N
	NBA Entertainment	None	<i>One Year Consulting to Grow Fan Base</i>	Global	Horizon Sports & Experiences	Unk
	Nékter Juice Bar	Unknown	AOR	US	Ntooitve Digital	Y
	Nestle	Publicis Group and Interpublic Group of Cos.	Media	EU	WPP	Y
	Nestlé Health Science (Nature's Bounty)	Doner	Creative AOR	Unknown	Terri and Sandy	Y
	Netflix	Wavemaker	Media AOR	UK	Mediahub Worldwide	Y
	OnePlus	Unknown	Media AOR	NAM	mSix&Partners	Unk
	Orangetheory Fitness	Tombras Maintains Media AOR	Creative AOR	US	Mother	Y
	Papa Johns	Camp + King	Creative AOR	US	The Martin Agency	Y
	Papa Johns	Havas Media	Media AOR	US	Carat	Y
	Party City	Unknown	Media AOR	NAM	22Squared	Y
	PayPal	Havas (EU) and Others	Media AOR	Global	GroupM	Y
	Peet's Coffee	Cutwater	Advertising AOR	Unknown	Mischief @ No Fixed Address	Y
	Peet's Coffee	Unknown	Media Lead	Unknown	No Fixed Address Media	Y
	Pegasus Bank	None	Branding and Creative AOR	US	Baker and Bonner Creative Emporium	N

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	Pfizer	Carat and Others	Creative, Data and Technology, Media	Global	Publicis Groupe and IPG	Y
	Pfizer	Unknown	Digital	Unknown	Work and Co.	N
	Philips Domestic Appliances	Carat	Media AOR	Global	Omnicom Media Group	Y
	PNC Bank	Deutsch NY	Marketing and Creative AOR	US	Arnold Worldwide	Y
	Popeyes Louisiana Chicken	Gut	Creative AOR	US	McKinney	Y
	Premier League	FCB Inferno	Advertising AOR	Unknown	BBH London	Y
	Principal Financial Group	TBWA\Chiat\Day	Creative AOR	Unknown	Dentsu Creative	Y
	Priority Pass	Unknown	Performance Media AOR	Global	Cheil UK	Y
	PUMA	Unknown	Media AOR	India	Havas Media Group India	Unk
	PUMA (Run/Train)	Unknown	AOR	Global	McKinney	Y
	PurposeBuilt Brands (Green Gobbler)	None	AOR	US	Hanson Dodge	Y
	Quest Nutrition	Unknown	Creative AOR	Unknown	BBH USA	N
	Quilted Northern	Argonaut and Others	Creative AOR	Unknown	Orchard	Y
	Revlon Group	In-house	Media AOR	US and Canada	Horizon Media	Y
	RoC Skincare	None	TikTok AOR	Unknown	Gravity Road	Unk

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	Sam's Club	VMLY&R, Haworth	Creative AOR and Media AOR	Global	Arnold Worldwide, Horizon Next	Y
	SeatGeek	Fig	Creative AOR	Unknown	Slap Global	Y
SEPHORA	Sephora	Unknown	Creative AOR	NAM	TBWA\Chiat\Day LA	Unk
	SharkNinja	UM	Media AOR	NAM	Carat	Y
	Shell	GroupM	Media AOR	Global	Havas	Y
	Siemens Group	Mediacom	Media	Global	Mediaplus	N
	Signet Jewelers	GroupM EssenceMediacom	Media AOR	US	Publicis Media	Y
	Silversea	Unknown	Media AOR	NAM	Mediahub	Y
	SiriusXM	Translation	Creative AOR	NAM	Uncommon Creative Studio	Y
	Slutty Vegan	Whittle Agency	AOR	US	<i>Review in Process</i>	Y
	Smartsheet	Unknown	Brand Advertising AOR	Global	SS+K	Y
	Smashburger	Partners and Napier	AOR	Unknown	Partners in Crime	Y
	Smoothie King	Unknown	Brand and Creative AOR	Global	Barkley	Unk
	Sonic Drive-In	Mother	Creative	Unknown	<i>Review in Process</i>	Y
	Sony Interactive Entertainment (Sony PlayStation)	Mediacom (merged with Essence to create EssenceMediacom)	Media AOR	Global	EssenceMediacom	Y
	Sparkling Ice	Unknown	AOR	Unknown	RTO+P	Unk

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	Sparkling Ice	Unknown	Media	Unknown	MRM Media	Unk
	Stanley	None	TikTok AOR	Unknown	GSD&M	Unk
	State Farm	<i>Expanding Work Beyond The Marketing Arm</i>	Creative	Unknown	Highdive	Unk
	Stellantis	Unknown	AOR	NAM	TKT and Associates	Y
SWAROVSKI	Swarovski	Havas Media	Media AOR	Global	Zenith	Y
	T. Rowe Price	Unknown	Media AOR	US	Assembly	Unk
	Talking Rain Beverage Company	Unknown	Creative AOR	Unknown	RTO+P	Unk
	Talking Rain Beverage Company	Unknown	Media AOR	Unknown	MRM Media	Unk
	Tesco (F&F)	Unknown	Communication Strategy and Creative AOR	Unknown	BBH London	Unk
	TGI Friday's	Unknown	Creative AOR	Global	Crispin Porter + Bogusky	Y
	The CW	OMD	Media AOR	US	Known	N
	The Lagunitas Brewing Company	None	AOR	US	The Integer Group	Unk
	The NFL	OMD, Tinuiti, Mediacom, Starcom	Media AOR	Global	Horizon Media	Y
	Tito's Handmade Vodka	None	Creative AOR	Unknown	Arts and Letters	Unk
	TJ Maxx	<i>Expanding Work Beyond MullenLowe</i>	Creative Advertising Lead	Unknown	McCann	Y
	True Value	None	AOR	Unknown	Laughlin Constable	N
	TurboTax	Wieden+Kennedy	Creative Lead	Unknown	R/GA	Y

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	U.S. Defense Human Resources Activity	MullenLowe	Creative AOR	US	MullenLowe	Y
	Uber	Mediacom	Media AOR	NAM, EU, LATAM	Omnicom Media Group	Y
	Under Armour	Publicis Media	Media AOR	Global	OMD Worldwide	Y
	Unilever (Liquid I.V., OLLY, Onnit, SmartyPants Vitamins, and Welly Health PBC)	Unknown	Digital AOR	Unknown	Tinuiti	Unk
	United States Golf Association	Unknown	Creative and Media	Unknown	MullenLowe, Carmichael Lynch Media	Unk
	Vans	Unknown	Media AOR	Global	OMD	Y
	Vari	Unknown	Global	Unknown	9thWonder Agency	Unk
	Verizon	McCann	Lead AOR	Unknown	Ogilvy	Unk
	Virgin Voyages	EssenceMediacom	Media AOR	Global	Hearts and Science	Unk
	Walgreens	Epsilon	Media AOR	Global	Epsilon	Unk
	WeightWatchers	In-house	Creative AOR	Global	Gut Miami	Y
	Wingstop	Leo Burnett	Creative AOR	Global	72andSunny	Y
	Zillow	Fig	Creative AOR	US	72andSunny	Y

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