

2023: Agency Reviews and Roster Changes



Apparel and luxury:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Brooks Running	Empower	Paid Media AOR	NAM	Assembly	Y
BURBERRY	Burberry	Dentsu International	Media AOR	Global	OMD	Y
Foot Locker	Foot Locker	Unknown	Creative AOR	Unknown	Preacher	Y
	Helzberg Diamonds	Horizon Media	Media AOR	US	Walz Tetrick Advertising	Y
	PUMA	Unknown	Media AOR	India	Havas Media Group India	Unk
	PUMA (Run/Train)	Unknown	AOR	Global	McKinney	Y
	Signet Jewelers	GroupM EssenceMediacom	Media AOR	US	Publicis Media	Y
SWAROVSKI	Swarovski	Havas Media	Media AOR	Global	Zenith	Y
	Tesco (F&F)	Unknown	Communication Strategy and Creative AOR	Unknown	BBH London	Unk
	TJ Maxx	<i>Expanding Work Beyond MullenLowe</i>	Creative Advertising Lead	Unknown	McCann	Y
	Under Armour	Publicis Media	Media AOR	Global	OMD Worldwide	Y
	Vans	Unknown	Media AOR	Global	OMD	Y

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Automobile:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
 BMW MOTORRAD	BMW Motorrad USA	Unknown	Advertising and Social Media AOR	US	Tombras	Y
	BMW of North America	Universal McCann	Media AOR	NAM, LATAM	Critical Mass	Y
	Ford Motor Co.	VaynerMedia	Social AOR	Global	WPP	Unk
INNOCEAN	Innocean Worldwide	Havas Media	Media AOR	Global	Havas Media	Y
 MAZDA	Mazda North American Operations	None	Search AOR	NAM	Optimal	Unk
	Stellantis	Unknown	AOR	NAM	TKT and Associates	Y

Consumer Packaged Goods (CPG):

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
DURACELL	Duracell	Wieden+Kennedy	Creative Lead	US	BBH	Y
DURACELL	Duracell	Wieden+Kennedy	Social AOR	Unknown	Vayner Media	Y
 PURPOSEBUILT BRANDS	PurposeBuilt Brands (Green Gobbler)	None	AOR	US	Hanson Dodge	Y
 UNILEVER	Unilever (Liquid I.V., OLLY, Onnit, SmartyPants Vitamins, and Welly Health PBC)	Unknown	Digital AOR	Unknown	Tinuiti	Unk

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Entertainment and media:

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	Apple TV+	TBWA\Media Arts Lab	Social Media	US	Dentsu Creative	Unk
	NBA Entertainment	None	<i>One Year Consulting to Grow Fan Base</i>	Global	Horizon Sports & Experiences	Unk
	Netflix	Wavemaker	Media AOR	UK	Mediahub Worldwide	Y
	SeatGeek	Fig	Creative AOR	Unknown	Slap Global	Y
	SiriusXM	Translation	Creative AOR	NAM	Uncommon Creative Studio	Y
	Sony Interactive Entertainment (Sony PlayStation)	Mediacom (merged with Essence to create EssenceMediacom)	Media AOR	Global	EssenceMediacom	Y
	The CW	OMD	Media AOR	US	Known	N



Financial services:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Barclays US Consumer Bank	Arnold Worldwide	Strategic and Marketing AOR	US	Team One	Y
	Chime	Unknown	Integrated AOR	US	AKQA	Unk
	HSBC	PHD	Media AOR	Global	Omnicom Media Group	Y
	Intuit QuickBooks	TBWA/Chiat/Day	Creative AOR	Global	FCB New York	Y
	PayPal	Havas (EU) and Others	Media AOR	Global	GroupM	Y

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	Pegasus Bank	None	Branding and Creative AOR	US	Baker and Bonner Creative Emporium	N
	PNC Bank	Deutsch NY	Marketing and Creative AOR	US	Arnold Worldwide	Y
	Principal Financial Group	TBWA\Chiat\Day	Creative AOR	Unknown	Dentsu Creative	Y
	T. Rowe Price	Unknown	Media AOR	US	Assembly	Unk
	TurboTax	Wieden+Kennedy	Creative Lead	Unknown	R/GA	Y



Food and beverage:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Avocados From Mexico	Lerma/	Digital AOR	Unknown	Lerma/	Unk
	BACX	Unknown	Brand and Creative AOR	Unknown	Harbour	Unk
	Blue Diamond Growers	Harmelin Media	Media AOR	Global	Spark Foundry	Y
	Boston Beer (Truly Hard Seltzer)	Goodby Silverstein	Creative AOR	Global	Ogilvy	Y
	Buffalo Wild Wings	The Martin Agency	Creative AOR	Unknown	Anomaly	Y
	Carlsberg	Initiative	Media AOR	Global	iProspect	Y

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	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
	Community Coffee	Hill Holliday	Creative AOR	US	Baker and Bonner Creative Emporium	N
	Constellation Brands	Horizon Media	Media AOR	US	Initiative	Y
	Egglife Foods	Hill Holiday	Integrated AOR	US	Haberman	Y
	El Pollo Loco	Vitro	Brand and Digital AOR	US	Organic	Y
	General Mills	Mindshare	Media AOR	Global	UM	Y
	Grupo Bimbo	Unknown (consolidation)	Media AOR	Global	PHD	Y
	Haribo	Unknown	Shopper Marketing AOR	US	Colle McVoy	Unk
	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
	Jack Daniel's Tennessee Whiskey	Unknown	Integrated Communications AOR	Indian Market	BBDO India	Y
	Jägermeister	Engine	Creative AOR	Global	Mother	N

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	Jameson	TBWA, Publicis New York	Creative AOR	Global	Ogilvy	Y
	Kraft Heinz	Starcom	Media AOR	US	Carat	Y
	Krak Boba	Unknown	Creative AOR	US	InnoVision Marketing Group	Unk
	The Lagunitas Brewing Company	None	AOR	US	The Integer Group	Unk
	LVMH	Dentsu	Media AOR	NAM	Publicis Groupe	Y
	Lyle's Golden Syrup	Unknown	Creative AOR	UK	ELVIS	Y
	McCormick & Co	Publicis	Media AOR	Global	Dentsu X	Y
	My/Mochi	Unknown	Creative and Strategic Lead	Unknown	Terri and Sandy	N
	Néktar Juice Bar	Unknown	AOR	US	Ntooitive Digital	Y
	Nestle	Publicis Group and Interpublic Group of Cos.	Media	EU	WPP	Y
	Papa Johns	Camp + King	Creative AOR	US	The Martin Agency	Y
	Papa Johns	Havas Media	Media AOR	US	Carat	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

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	Popeyes Louisiana Chicken	Gut	Creative AOR	US	McKinney	Y
	Quest Nutrition	Unknown	Creative AOR	Unknown	BBH USA	N
	Slutty Vegan	Whittley Agency	AOR	US	<i>Review in Process</i>	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 <i>Maintains Creative</i>	Creative	Unknown	Mother	Y
	Sparkling Ice	Unknown	AOR	Unknown	RTO+P	Unk
	Sparkling Ice	Unknown	Media	Unknown	MRM Media	Unk
	Talking Rain Beverage Company	Unknown	Creative AOR	Unknown	RTO+P	Unk
	Talking Rain Beverage Company	Unknown	Media AOR	Unknown	MRM Media	Unk
	TGI Friday's	Unknown	Creative AOR	Global	Crispin Porter + Bogusky	Y
	Tito's Handmade Vodka	None	Creative AOR	Unknown	Arts and Letters	Unk
	WeightWatchers	In-house	Creative AOR	Global	Gut Miami	Y
	Wingstop	Leo Burnett	Creative AOR	Global	72andSunny	Y

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Insurance:

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	Allstate	Droga5	Creative AOR	US	Wieden+Kennedy Portland	Unk
	Geico	Horizon Media	Media AOR	US	Mediabrand	Y
	State Farm	<i>Expanding Work Beyond The Marketing Arm</i>	Creative	Unknown	Highdive	Unk



Manufacturing:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Airbus	Unknown	Media AOR	Global	Crossmedia	Y
	Siemens Group	Mediacom	Media	Global	Mediaplus	N



Personal care:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Beiersdorf	WPP and others	Media AOR	Global	OMD	Y
	Estée Lauder Companies	Manning Gottlieb OMD	Media AOR	UK and Ireland	Brainlabs	Unk
	Kimberly-Clark	Mindshare	Media	US	Publicis	Y
	L'Oréal	GroupM Wavemaker	Media AOR	US	Omnicom Media Group	Y
	Nestlé Health Science (Nature's Bounty)	Doner	Creative AOR	Unknown	Terri and Sandy	Y
	Quilted Northern	Argonaut and Others	Creative AOR	Unknown	Orchard	Y

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	Revlon Group	In-house	Media AOR	US and Canada	Horizon Media	Y
	RoC Skincare	None	TikTok AOR	Unknown	Gravity Road	Unk
	Sephora	Unknown	Creative AOR	NAM	TBWA\Chiat\Day LA	Unk



Pharma and health:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Bristol Myers Squibb	Havas	Media Buying and Planning	US	Mediabrand	Y
	Indivior	Klick Health, Area 23, Havas Tonic	AOR	US	McKinney	Unk
	Johnson & Johnson Consumer Healthcare	DDB	Creative	US	<i>Review in Process</i>	Y
	Körber Pharma	Unknown	Marketing Communication Lead	Global	Wunderman Thompson Germany	Y
	Pfizer	Carat and Others	Creative, Data and Technology, Media	Global	Publicis Groupe and IPG	Y
	Pfizer	Unknown	Digital	Unknown	Work and Co.	N

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Retail:

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	Bob's Discount Furniture	Havas Media	Media AOR	US	Horizon Next	Y
	Brompton	Unknown	Strategic and Creative AOR	Global	ScienceMagic	Unk
	Durex	<i>Expanding Work Beyond Havas</i>	Brand Lead	US and UK	McCann Worldgroup, MRM	Unk
	Freshpet	<i>Expanding Work Beyond Cage Point</i>	Media	Unknown	Empower Media	Unk
	Gorilla Glue Co.	Empower Media	Media AOR	Unknown	Curiosity	Unk
	Ikea	Unknown	Brand Marketing AOR	Global	McCann	Unk
	La-Z-Boy	Unknown	Creative AOR	Unknown	Colle McVoy	Unk
	Lego	Initiative <i>(expected to defend)</i>	Media	Global	<i>Review in Process</i>	Y
	Mattel	Unknown	Creative	Unknown	<i>Review in Process</i>	Y
	Party City	Unknown	Media AOR	NAM	22Squared	Y
	Philips Domestic Appliances	Carat	Media AOR	Global	Omnicom Media Group	Y
	Sam's Club	VMLY&R, Haworth	Creative AOR and Media AOR	Global	Arnold Worldwide, Horizon Next	Y
	SharkNinja	UM	Media AOR	NAM	Carat	Y
	Stanley	None	TikTok AOR	Unknown	GSD&M	Unk

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Retail continued:

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	True Value	None	AOR	Unknown	Laughlin Constable	N
	Vari	Unknown	Global	Unknown	9thWonder Agency	Unk
	Walgreens	Epsilon	Media AOR	Global	Epsilon	Unk

Services:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Ancestry	Unknown	Media AOR	Global	Publicis Vita	Unk
	Ancestry	In-house	Creative AOR	US, UK, Canada	Wieden+Kennedy	Y
	Back Market	Local Media Agencies Worldwide	Media AOR	Global	Wavemaker	Y
	KB Home	Unknown	Strategic and Creative AOR	US	Team One	Y
	Metro	Saatchi and Saatchi	Creative AOR	US	OKRP	Y
	Orangetheory Fitness	Tombras Maintains Media AOR	Creative AOR	US	Mother	Y
	Verizon	McCann	Lead AOR	Unknown	Ogilvy	Unk
	Zillow	Fig	Creative AOR	US	72andSunny	Y

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Technology:

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	Adobe	Dentsu	Media AOR	EMEA, APAC, Japan	Publicis Media	Y
	Adobe	Wavemaker	Media AOR	US, Canada, LATAM	Wavemaker	Y
	Amazon	Initiative	Media	Global	<i>Review in Process</i>	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
	Etsy	72andSunny	Creative AOR	Unknown	Orchard	Y
	Eventbrite	Unknown	Creative AOR	Unknown	Mojo Supermarket	Unk
	Lenovo	Unknown <i>(consolidation)</i>	Creative AOR	Global	Wunderman Thompson	Y
	OnePlus	Unknown	Media AOR	NAM	mSix&Partners	Unk
	Smartsheet	Unknown	Brand Advertising AOR	Global	SS+K	Y

Travel and accommodations:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Alaska Airlines	Haworth Marketing + Media	Media AOR	US	VaynerMedia Los Angeles	Y
	Amtrak	VMLY&R	Creative and Strategy AOR	US	Mekanism	Y
	Hyatt Hotels & Resorts	Unknown	Creative AOR	Global	VMLY&R	Unk

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	Korean Air	Unknown	Media AOR	US	Innocean	Y
	Lufthansa	Accenture Song	Creative AOR	Global	Serviceplan	Y
	Priority Pass	Unknown	Performance Media AOR	Global	Cheil UK	Y
	Silversea	Unknown	Media AOR	NAM	Mediahub	Y
	Uber	Mediacom	Media AOR	NAM, EU, LATAM	Omnicom Media Group	Y
	Virgin Voyages	EssenceMediacom	Media AOR	Global	Hearts and Science	Unk



Other:

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Girl Scouts of the USA (GSUSA)	Unknown	AOR	US	Venables Bell + Partner	Y
	The NFL	OMD, Tinuiti, Mediacom, Starcom	Media AOR	Global	Horizon Media	Y
	Premier League	FCB Inferno	Advertising AOR	Unknown	BBH London	Y
	Shell	GroupM	Media AOR	Global	Havas	Y
	U.S. Defense Human Resources Activity	MullenLowe	Creative AOR	US	MullenLowe	Y
	United States Golf Association	Unknown	Creative and Media	Unknown	MullenLowe, Carmichael Lynch Media	Unk

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