


































# AGENCY PROFILES

Listed alphabetically by category

	<b>Formative</b> ADVERTISING	Services range from executive brand and communication, influencer programs, purpose-driven campaigns (e.g., brand strategy, creative and production), digital experiences and program design (organizational design, content strategy).
	<b>Gut</b> ADVERTISING	Services include data and analytics (social listening, measurement, performance marketing, loyalty programs, user-journey mapping, data science), strategy and deployment (brand positioning and architecture, comms planning, social strategy, content platform), ideation and production (core creative idea, PR-driven idea/stunt, agile production)
	<b>Moon Rabbit</b> ADVERTISING	The agency specializes in healthcare, brand strategy, consumer experience, brand ID, performance, digital, creative and content, marketing, mobile applications, video, advertising, influencers, and design services.
	<b>Oliver</b> ADVERTISING	The agency specializes in organization transformation, performance marketing, brand-building content and social, integrated campaigns, e-commerce, production, experience planning and UX design, consulting, digital platforms, and SEO.
	<b>Faith</b> AI / CREATIVE	Services include advertising, behavioural science, experience design, data, digital, commerce, social and content, gaming, production, media, PR and customer engagement.
	<b>Fred &amp; Farid</b> BOUTIQUE / CREATIVE	They offer creative consulting, brand strategy, visual identity, crafted content, and social/digital activation.
	<b>Highdive Advertising</b> BOUTIQUE / CREATIVE	Their capabilities include strategy, film, print, in-store, design, radio, mobile, digital, and social.
	<b>Day One Agency</b> COMMUNICATIONS / CREATIVE	Services combine traditional PR, digital/social media, branding, creative, and activation.
	<b>160over90</b> CREATIVE / CULTURAL	Services include advertising, branding, experiential, brand partnerships, PR and communications.
	<b>Bakery</b> CREATIVE / CULTURAL	Services include creative, website design, digital consulting, media consulting, social media planning, UI / UX Design, branding, rebranding, packaging, business strategy, video content, product development, product innovation, and brand strategy.
	<b>Battery</b> CREATIVE	Services include brand strategy and planning, advertising, storytelling, video production (TV and digital), out of home, design, social, measurement, branded content, integrated campaigns, and creative.
	<b>Blue Chip</b> CREATIVE / SHOPPER	Services include research, strategy, brand, creative, media, shopper.
	<b>by The Network</b> CREATIVE	Services include digital marketing, research and insights, innovation strategy, art direction, copywriting and more.
	<b>CreativeX</b> CREATIVE	The agency powers creative excellence for brand advertisers, analyzing creative at scale leveraging AI-powered technology and data.
	<b>David</b> CREATIVE	Services include creative, strategy, content creation and development.
	<b>Grey</b> CREATIVE / BRANDING	Services include advertising & communications, health & wellness, sustainability, and design.


















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	<b>Huge</b> CREATIVE CONSULTANCY	Services include AI, business consulting, brand strategy, brand and customer experience, commerce, design, technology advisory, digital products and platforms, high-value audience analysis, and product innovation.
	<b>L&amp;C (Lanfranco &amp; Cordova)</b> CREATIVE	Services include brand strategy, creativity & branding, social media & content, production value, earned media & PR, and corporate image.
	<b>Mekanism</b> CREATIVE	Services Include development and production of marketing campaigns, commercials and branded entertainment for multinational companies based on an approach called “storytelling for emerging media,” combining “science and soul.”
	<b>Mischief @ No Fixed Address</b> CREATIVE / INDIE	Services Include advertising.
	<b>Movers+Shakers</b> CREATIVE	Services Include a broad range of creative and music services aimed at creating cultural relevancy across mainstream and emerging social media platforms (TikTok, Facebook, YouTube, Spotify, etc.).
	<b>Mythology</b> CREATIVE	Services Include strategy, integrated campaigns, interior design, graphic design, brand strategy and advertising, experiential marketing, full-service creative, and packaging design.
	<b>Opinionated</b> CREATIVE	Services include creative, film, video, social, customer experience, PR, design, and media. The agency also supports in-house agencies with additional creative resources.
	<b>Quality Meats</b> CREATIVE	Services ranging from brand strategy, creative, production, and communication strategy.
	<b>SS+K</b> CREATIVE	Services include creative (integrated, content creation, branding, identity design), strategy (brand purpose, strategy, etc.), and change management (corporate reputation, CEO communications, business transformation).
	<b>Studio Cadeaux</b> CREATIVE / BRANDING	The agency provides access to senior, high-touch, strategic, and creative offerings with deep vertical knowledge. Our services seamlessly connect to a digital-first global marketing network.
	<b>The Dots</b> CREATIVE	Services include marketing, communications, branding, content writing, and video studio.
	<b>Working Not Working</b> CREATIVE	Services include freelance, creative recruiting, job board, advertising, technology, production, design, full time hiring, photography, publishing, art direction, and start-ups.
	<b>Zambezi</b> CREATIVE	Services include brand strategy, cultural/consumer insights, creative development, communications strategy, media planning/buying, consulting, and content production.
	<b>Culture+</b> CULTURAL	AI-powered research, shopper & experiential, and inclusive strategy & marketing.
	<b>Choreograph</b> DATA & TECHNOLOGY	Services are centered around a unified, identity-based approach, customer insights, and data-driven personalized experiences.
	<b>Bartley &amp; Dick</b> DESIGN	Services include brand strategy and positioning, branding, advertising, identity design, digital marketing, web and interactive, packaging, print and collateral, and video and animation services.
	<b>Acadia</b> DIGITAL	Expertise in retail media and marketplaces (Amazon Paid Advertising Management Services, Instacart Advertising Management, Amazon DSP, etc.), analytics and intelligence (data warehousing, dashboarding, customer segmentation, ShopFluency, etc.), paid media, SEO, CRO, and full-service social media and influencer marketing.


















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	<b>Code and Theory</b> DIGITAL	Services include transformational technology, data analytics and research, services/platforms/products, business and organizational consulting, and integrated marketing.
	<b>Instrument</b> DIGITAL / BRAND & EXPERIENCE	Core services include brand, strategy, and consulting, digital experience, engineering, marketing, design, development, and content creation.
	<b>Media.Monks</b> DIGITAL	Services include content, data, digital media, and technology services.
	<b>Metric Theory</b> DIGITAL	Core services include search engine marketing, paid social, display and remarketing, shopping ads, product feed management, and digital video.
	<b>PMG</b> DIGITAL	Service and delivery model combines media, strategy, creative, and insights to solve customers' biggest challenges.
	<b>Product</b> DIGITAL / CREATIVE	Services include research and insights, product strategy and consulting, brand design, experience design, technology planning and architecture, full-stack development, data analytics, machine learning, brand strategy, creative campaigns, search marketing, and CRM.
	<b>S4 Capital</b> DIGITAL	Services include creative digital content production and digital media solutions. Company focused on data content, and programmatic.
	<b>Semetis</b> DIGITAL	Digital advertising services include programmatic media buying, social advertising, search engine advertising, and video advertising. Digital business intelligence services include data consulting, technical implementations, dashboarding, and SEO. The firm also provides in-house built technology for advanced reporting.
	<b>Traffic Builders</b> DIGITAL	Includes various offerings: white-label digital marketing "Conduit," free community "Agencies United", "Traffic Builders for Media," etc. Clients include Draper Media (Delaware), Gray Television, and Pepsi Frontline Careers.
	<b>Work &amp; Co</b> DIGITAL	Services range from PM & strategy to design (brand design, rapid prototyping, etc.) and technology (web/mobile dev, machine learning, etc.).
	<b>WONGDOODY</b> EXPERIENTIAL	Services include strategy, research and consumer insights, brand and marketing positioning, creative and product design, CX, advertising and production, media buying and planning, branding, digital, direct response, and PR.
	<b>Canopy Management</b> FULL SERVICE / A TO Z AMAZON AGENCY	Services include strategic planning, list optimization, advertising management, posts, organic ranking services, review aggregation, Demand Side Platform, and more.
	<b>Curiosity</b> FULL SERVICE	Services include strategy, advertising, social media, insights, web development, television commercials, media, creative, content, brand strategy, identity development, digital media, direct mail, media planning, media buying, media strategy, and analytics.
	<b>EssenceMediacom</b> FULL SERVICE / DIGITAL	Services include strategy and planning, digital marketing, digital creative, media planning and buying, creative, activation, ad operations, analytics, and studio and engineering, and also offers consulting solutions (ecommerce, data health, media health).
	<b>Eversana Intouch</b> FULL SERVICE	Core services include product commercialization and launch; brand strategy; branding and creative; medical communication; tactical execution; and digital, social, and specialty services.
	<b>FIG</b> FULL SERVICE	Services include branding, advertising, digital marketing, and branded content.
	<b>Heart and Soul Marketing</b> FULL SERVICE	Services range from brand strategy, creative, PR, media planning/buying, social, web, and video.

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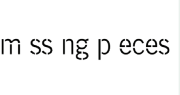


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	<b><u>Iris Worldwide</u></b> FULL SERVICE	Services include CRM; content marketing; B2B marketing; tech and innovation; healthcare marketing; social and influencer; pricing consultancy; performance marketing; advertising; data insight; PR and partnerships; and digital.
	<b><u>Merkley and Partners</u></b> FULL SERVICE / DIGITAL / MEDIA	Services include <i>Discover</i> (research, social listening, etc.), <i>Distill</i> (brand strategy, media planning, CRM, analytics, etc.), and <i>Develop</i> (media buying, creative, social assets, ecommerce, etc.).
	<b><u>Milk Agency</u></b> FULL SERVICE	Services include <i>research and brand strategy; social, content, and creative strategy (including art direction, packaging, and conceptual creative); and community management, experiential, and environmental design.</i>
	<b><u>Orca Pacific</u></b> FULL SERVICE / AMAZON MARKETING AGENCY	Services range from advertising (PPC, DSP, etc.), search/SEO, content optimization, vendor/seller central account management to strategic consulting on how to grow a brand on Amazon.
	<b><u>Orchard</u></b> FULL SERVICE	Services include digital, mobile, social media, shopper marketing/point of sale/sales promotion, branded content/entertainment, market research/consulting, branding/naming/product development, packaging/design, visual/sound identity, branding/celebrity endorsement, strategy and planning, and others.
	<b><u>Preacher</u></b> FULL SERVICE	Services include <i>advertising, branding and brand strategy, marketing, digital, retail, experiential, and design and identity.</i>
	<b><u>Signal Theory</u></b> FULL SERVICE	The firm's services include creative and branding, digital, media, public relations, production, and strategy.
	<b><u>Stagwell Inc.</u></b> FULL SERVICE	Services include <i>a digital-first, full-service marketing and communications group that works with simplicity and speed at scale.</i>
	<b><u>The VIA Agency</u></b> FULL SERVICE	Services include advertising, digital marketing, research, new media, SEO, SEM, public relations, marketing communications, social media, branded entertainment, and guerilla marketing.
	<b><u>We Believers</u></b> FULL SERVICE	Services include ad creation, advertising, social - focused. Also provides digital, brand development/messaging, and brand communication.
	<b><u>WorkInProgress (WIP)</u></b> FULL SERVICE / INNOVATION	Services include digital marketing, social media marketing, influencer marketing, business development, instagram marketing, design graphic, lowongan kerja, paid marketing, social media management, digital rights management, clip licensing, mc.
	<b><u>DDB FTW</u></b> GAMING	Services include strategy, creative, business design, innovation, and tech.
	<b><u>Paper Crowns</u></b> GAMING / MARKETING	Services include branding and identity work, website and software development, animation and motion design, video production, stage design, custom illustrations, apparel design, storytelling, and community connection.
	<b><u>Ykone</u></b> INFLUENCER MARKETING	Services include strategy, audit, training, co-creation, data curation, influencer casting, campaign reporting, concept and copywriting, creative production, influencer briefing, trend reporting, and more.
	<b><u>Traction</u></b> INTERACTIVE	Services range from strategy and insights, creative and media, technology and operations with a focus on data, speed and efficiency, enhancing client's in-house team with talent.
	<b><u>Cashmere</u></b> LIFESTYLE MARKETING	Services include social media, creative strategy, digital trends, experiential, influencer, and public relations.
	<b><u>DDB Worldwide Inc</u></b> MARKETING COMMUNICATIONS / CREATIVE	Services include market research, logo design and branding, development and implementation of strategic marketing plans, etc.



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	<b>Known</b> MARKETING	Services range from data science and engineering, creative/production, experiential, media planning and buying, social, market research, advanced analytics, business innovation and brand strategy/identity.
	<b>Quad</b> MARKETING	Key services include content development, media spend optimization, packaging and print.
	<b>TSC</b> MARKETING / B2B	Services ranging from strategy, experience design, research, AI enablement, brand, mass marketing, content, design, digital, and public relations.
	<b>Kyra</b> MEDIA	Services include digital content (voice, talent, reach, programming) for Gen Z audiences.
	<b>Prose on Pixels</b> MEDIA	Capabilities include origination, video, print, digital, audio, dynamic, and language services.
	<b>Sensis</b> MULTICULTURAL	Their capabilities include creative, media, strategy, technology, earned media, mobile, research and analytics, challenges, and CMO consulting services.
	<b>Quigley Simpson</b> MULTIDISCIPLINARY / INDEPENDENT	Services include insights and strategy, creative, media, performance video, data and analytics, social, customer experience, and commerce.
	<b>Rethink</b> MULTIDISCIPLINARY / INDEPENDENT	Services include branding, creative, advertising, design, online, digital, pay-for-performance, and social media.
	<b>Said Differently</b> MULTIDISCIPLINARY / INDEPENDENT	Services include product and platform design (building customer-centric app design and commerce programs, connected commerce, and app design), CX lead brand strategy (brand experience, web platforms, brand identity, brand strategy), performance marketing (dynamic creative, AI and machine learning, test planning, data and analytics), customer experience (CRM, loyalty, membership).
	<b>Translation</b> MULTIDISCIPLINARY	Services include industry-leading set of capabilities, from brand strategy to talent marketing to creative production and more. Translation helps ambitious brands reach diverse and passionate audiences, while UnitedMasters creates a unique opportunity for data-backed creativity and exclusive partnerships.
	<b>Kinesso</b> PERFORMANCE MARKETING	Services include audience development, digital experience, search, social, programmatic, commerce, addressable content, curated marketplaces, platforms and intelligence, and AI solutions.
	<b>Within</b> PERFORMANCE MARKETING	Services include digital marketing, PPC advertising, affiliate marketing, SEO, retargeting, CSE marketing, PLA marketing, conversion rate optimization, email marketing, display media, tag management, analytics services, performance branding, performance marketing, influencer marketing, omnichannel strategy, branded content, integrated media, and Amazon Marketplace.
	<b>Maximum Effort</b> PRODUCTION / DIGITAL	Movie & TV series development (namely Deadpool, Free Guy, etc.), plus content, ads, and “cocktails” for the personal amusement of Hollywood Star Ryan Reynolds.
	<b>m ss ng p eces</b> PRODUCTION / ENTERTAINMENT	Services include TV commercials, original series, storytelling, advertising, film, virtual reality, interactive video, experiential, content, and immersive.
	<b>UNIT9</b> PRODUCTION	Services include producing live-action and content, digital, games, experiential and live advertising, and VR.
	<b>Advantage Solutions</b> SALES / MARKETING	The company's data and technology-driven services include retail merchandising, in-store and online sampling, digital commerce, omnichannel marketing, and retail media.

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**collectively**

Collectively

SOCIAL INFLUENCE

Their capabilities include strategy, casting, community management, campaign execution (e.g., contracting and licensing, influencer management, content reviews, etc.), content/video production, experiential, paid social, social listening/benchmarking, and ROI analysis.

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