

2025: Agency Reviews & Roster Changes

Apparel & luxury

Unk = Unknown

| LOGO | CLIENT | INCUMBENT | CHANGE/SCOPE | FOCUS AREA | NEW AGENCY | REVIEW? |
|---|--------------------|------------------------------------|------------------------------|----------------|------------------------------|------------|
|  | Beyond Yoga | <i>Unknown</i> | Integrated AOR | <i>Unknown</i> | Shadow | <i>Unk</i> |
| | | <i>Unknown</i> | Media AOR | US | UM | Y |
|  | Brooks Running | <i>None</i> | SEO AOR | EMEA | Assembly (expanding work) | Y |
|  | Gore-Tex | <i>Unknown</i> | Media AOR | Global | Mediaplus Group | Y |
|  | Havaianas | Local Agency | Creative AOR | Global | Gut | Y |
|  | Hoka | <i>Unknown</i> | Brand Communications AOR | <i>Unknown</i> | Rygr | <i>Unk</i> |
|  | JD Sports | <i>None</i> | Media AOR | <i>Unknown</i> | Empower Media | <i>Unk</i> |
|  | LVMH | Publicis | Media | EU | Havas | <i>Unk</i> |
|  | Pandora | <i>Unknown (consolidation)</i> | Media AOR | Global | Dentsu | <i>Unk</i> |
|  | Puma | <i>Unknown</i> | Creative AOR | Global | adam&eveDDB | Y |
|  | Red Wing Shoe Co. | <i>Unknown</i> | Social AOR | <i>Unknown</i> | The Social Lights | <i>Unk</i> |
|  | Rhone | <i>None/in-house</i> | Media AOR | <i>Unknown</i> | Kepler | Y |
|  | Rimowa | Stagwell's Anomaly | Integrated AOR | Global | Gut | Y |
|  | Ross-Simons | Kepler | Media AOR | <i>Unknown</i> | Doner Media | Y |
|  | Sendero Provisions | <i>Unknown</i> | Creative and Cultural AOR | <i>Unknown</i> | Bakery | Y |

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|---|---------------------|---------------------------|--------------|------------------------------|--|---------|
|  | Tacori | Unknown | Creative AOR | Unknown | Gestalt | Unk |
|  | Under Armour | Unknown | Media AOR | China, Korea, and South APAC | OMD APAC | Y |
|  | Vera Bradley | Unknown | Creative AOR | Unknown | Callen | Y |
|  | Wolverine Worldwide | Havas Media Network (HMN) | Media AOR | Unknown | Havas Media Network (HMN) (retains duties) | Y |

Automobile

| LOGO | CLIENT | INCUMBENT | CHANGE/SCOPE | FOCUS AREA | NEW AGENCY | REVIEW? |
|--|--|-----------------|-------------------------------|-----------------------|-------------------------------------|---------|
|  | BMW Group (BMW, MINI, BMW Motorrad) | Dentsu | Integrated Media AOR | EU | Dentsu's iProspect (retains duties) | Unk |
|  | BMW's Mini | Anomaly | Lead Creative AOR | International | Jung von Matt Group | Y |
|  | Lucid Motors | Unknown | Creative AOR | US | Giant Spoon | Unk |
|  | Porsche | Cramer-Krasselt | Creative AOR | US | adam&eveDDB | Y |
|  | Stellantis (Dodge, Chrysler, Alfa Romeo, Fiat) | None | Creative AOR | US | GSD&M (retains duties) | Unk |
| | Stellantis (Ram) | None | Creative AOR | US | Doner (retains duties) | Unk |
|  | Volkswagen of America | WPP | Digital AOR | North America | CI&T | Unk |
|  | Volvo Cars | Mindshare | Media Planning and Buying AOR | Global (excludes CHN) | Initiative | Y |

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Consumer Packaged Goods (CPG)

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|---|--|---|-------------------------------|--------------------------------------|-------------------------------------|---------|
|  | Earth Breeze | <i>Unknown</i> | Media AOR | <i>Unknown</i> | Mile Marker | Y |
| | | <i>Unknown</i> | Creative AOR | <i>Unknown</i> | Terri & Sandy | Y |
|  | Gorilla Glue | Betty | Creative AOR | Global | Betty <i>(retains duties)</i> | Y |
|  | Hefty | DDB | Integrated AOR | <i>Unknown</i> | McCann | Y |
|  | Henkel Consumer Brands | <i>Unknown</i> | Media | Europe | WPP Media <i>(consolidation)</i> | Y |
| | Kimberly-Clark | <i>Various agencies (consolidation)</i> | Media AOR | Global <i>(excludes NAM, ROK)</i> | Omnicom Media Group | Y |
| | * Kimberly-Clark <i>(adult and child care brands)</i> | <i>Various agencies (consolidation)</i> | Creative | <i>Unknown</i> | WPP | Y |
| | Kimberly-Clark <i>(family and feminine care brands)</i> | <i>Various agencies (consolidation)</i> | Creative | <i>Unknown</i> | IPG | Y |
|  | Nespresso | IPG's McCann | Creative | Global | Publicis Groupe's Leo | Y |
|  | Orijen | <i>Unknown</i> | Creative and Strategy AOR | Global | TDA Boulder | Unk |
|  | OtterBox | <i>Unknown</i> | Creative AOR | Global | Digitas | Y |
|  | PurposeBuilt Brands | <i>Unknown</i> | Creative AOR | <i>Unknown</i> | Hanson Dodge <i>(HD)</i> | N |
|  | Reckitt | <i>Various agencies</i> | Media Buying and Planning AOR | Europe | WPP Media | Unk |
|  | Thermacell | <i>Unknown</i> | Creative AOR | Global | Gut Buenos Aires | Y |

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▶ Entertainment & media

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|---|--------------------------------|-----------------------------|---|--------------------------------------|----------------------------------|------------|
|  | BBC | Havas | Media | Global | Havas <i>(retains duties)</i> | Y |
|  | Boyd Interactive | <i>Unknown</i> | Media AOR | US, Canada | Involved Media | <i>Unk</i> |
|  | Bumble | <i>None/in-house</i> | Creative | Global | Special US | Y |
|  | Electronic Arts | T&Pm | Media AOR | Global | GroupM | Y |
|  | FanDuel | Wieden+Kennedy | Creative AOR | US | Arts & Letters | <i>Unk</i> |
|  | FanDuel Casino | Mischief @ No Fixed Address | Creative AOR | US | Orchard Creative | Y |
|  | Hearst | <i>Unknown</i> | Creative and Media AOR | <i>Unknown</i> | PMG | Y |
|  | Herschend Family Entertainment | Allied Global Marketing | Media AOR | US | CrossMedia | Y |
|  | Manchester City Football Club | <i>Unknown</i> | Digital Business Transformation AOR and Partner | Global | Publicis Sapient | <i>Unk</i> |
|  | Paramount | Horizon Media | Paramount+ Media | US | IPG Mediabrands | Y |
|  | Snap Inc. | <i>Unknown</i> | Creative AOR | International | New Engen | Y |
|  | Starz | Canvas Worldwide | Media AOR | NAM | Horizon Media | Y |
|  | The New York Times | Droga5 | Creative AOR | <i>Unknown</i> | 72andSunny | Y |
|  | TikTok | <i>Various agencies</i> | Creative AOR | Global | Pereira O'Dell | Y |
|  | Warner Bros. Discovery | <i>Unknown</i> | Media AOR | APAC <i>(with various others)</i> | Hearts & Science | Y |
|  | Wikipedia | <i>None</i> | Social Media AOR | <i>Unknown</i> | Spin | N |

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Financial services

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|-------------|---------------------------|---------------------------------|-------------------------------|------------|---|---------|
| | American Express | Dentsu Creative | Creative AOR | US | Omnicom's Goodby Silverstein & Partners | Y |
| | | WPP's VML | Brand Strategy | Global | TwentyFirstCentury | Y |
| | Finance of America | Unknown | Creative AOR | Unknown | David&Goliath | Y |
| | Generali | Unknown | Strategic and Creative AOR | Global | VML | Y |
| J.P.Morgan | J.P. Morgan | Droga5 (retains some duties) | Creative AOR | Unknown | The Martin Agency | Y |
| | MassMutual | Grey | Creative AOR | Unknown | 72andSunny | N |
| | Mastercard | Dentsu's Carat | Media AOR | Global | WPP / Ogilvy | Y |
| | Northwestern Mutual | Horizon Next | Media AOR | US | PMG | Y |
| | PayPal | WPP Media | Media AOR | Global | Publicis Groupe | Y |
| | Principal Financial Group | Prometheus | Media Planning and Buying AOR | US | iProspect | Y |
| | Rocket Companies | None | Social Media AOR | Unknown | Viral Nation | Y |
| | Tide Realty Capital | Unknown | Integrated AOR | US | Warschawski | Unk |
| | Valley Bank | Unknown | Strategic and Creative AOR | US | Stagwell's Doner | Y |
| | Visa | Wieden+Kennedy | Brand Campaigns | Unknown | Anomaly | Unk |
| Yieldstreet | Yieldstreet | Unknown | Media Buying AOR | US | IPG's Mediabrands | Unk |
| | | Unknown | Creative AOR | US | IPG's MullenLowe US | Unk |

2025: Agency Reviews & Roster Changes



Food & beverage

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|--|--------------------------------------|-----------|-----------------------------------|------------|---------------------------------------|---------|
|  | American Honey Whiskey | Unknown | Creative AOR | Unknown | Someoddpilot | Y |
|  | Arby's | Fallon | Social Media AOR | Unknown | Tombras / BBH | Y |
|  BACARDI LIMITED | Bacardi Limited (Bacardi Rum) | BBDO | Creative AOR | Global | BBH | Y |
| | Bacardi Limited (Bombay Sapphire) | BBDO | Creative AOR | Global | Mother | Y |
| | Bacardi Limited (St. Germain) | BBDO | Creative AOR | Global | NCA London (WPP's Ogilvy) | Y |
|  | Bad Ass Coffee | Unknown | Integrated AOR | US | The BAM Connection | N |
|  | Benton's Smoky Mountain Country Hams | None | Creative AOR | US | Tilt | Y |
|  | Biolyte | None | Integrated Creative and Media AOR | US | Burrell Communications Group's Fitzco | Y |
|  | Black Viking Brewing | Unknown | Creative AOR | US | Notorious111 | Unk |
|  | Bob Evans Farms | None | Media Planning and Buying AOR | Unknown | Colle McVoy | Y |
|  | Bread & Butter Wines | Unknown | Creative AOR | Unknown | Argonaut | Unk |
|  | Captain D's | Unknown | Creative AOR | US | Doner | Y |

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|  | Casper's Ice Cream | Unknown | Creative AOR | Unknown | TDA Boulder | N |
|  | Clean Simple Eats | Unknown | Media AOR | North America | January Digital | Y |
|  | Coca-Cola Co | WPP | Media AOR | US, Canada | Publicis Groupe | Y |
| | | None | Marketing | Global (excludes NAM) | WPP | Unk |
|  | Cracker Barrel Old Country Store | Unknown | Public Relations, Experiential Marketing, and Partnerships AOR | Unknown | Blue Engine | Unk |
| | | Unknown | Brand AOR | Unknown | Prophet | Unk |
| | | Unknown | Social Media AOR | Unknown | Viral Nation | Unk |
|  | Deutsch Family Wine and Spirits | Havas Media | Media AOR | Unknown | Tombras | Y |
|  | Disaronno | Unknown | Brand Platform | Global | 72andSunny Amsterdam | Unk |
|  | Dole Whip | Unknown | Integrated AOR | Unknown | Haberman | Y |
|  | Dos Equis | BBDO | Creative AOR | Unknown | LePub | Unk |
|  | El Pollo Loco | Organic | Creative AOR | Unknown | Innocean USA | Y |
|  | Habit Burger & Grill | Publicis Groupe's Connect | Media AOR | US | Exverus Media | Y |

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|  | Hungry Howie's | Stagwell's Doner (and others) | Integrated AOR | US | Gravity Global | Y |
|  | Ingredion | None | AOR | Global | Bader Rutter | Y |
|  | International Dairy Queen | SPCSHP | Creative AOR | Unknown | Colle McVoy | Y |
|  | Just Born | Various project-based agencies | Integrated AOR | US | Curiosity | Y |
|  | Keurig Dr. Pepper (7UP, RC Cola) | in-house | Creative AOR | Unknown | BBH USA | Unk |
|  | Mars Inc. | IPG (consolidation) | Brand PR | Global | Weber Shandwick Collective | Y |
| | | IPG, Omnicom Group and WPP | Integrated AOR | Global | Publicis Groupe | Y |
|  | McDonald's | Burrell Communications | Creative AOR | US | Translation | Y |
|  | National Pork Board | República Havas | Hispanic AOR | US | LERMA/ | Y |
|  | Nature's Bakery | Unknown | Creative AOR | Unknown | Zambezi | Y |
|  | Nick's | None | Creative AOR | US | Curiosity | Y |
|  | Norseland | None | Integrated AOR | Unknown | One Horizon | Y |
|  | Nothing Bundt Cakes | PMG | Integrated Marketing and Media AOR | US, Canada | Moroch | Unk |

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|  | Olive Garden | Starcom | Media Planning and Buying AOR | US | Havas Media Network | Y |
|  | Pacífico | Ogilvy | Creative AOR | Unknown | Day One Agency | Y |
|  | Panda Express | None | Media AOR | Unknown | The Many (retains duties) | Unk |
|  | Panera Bread | Unknown | Creative AOR | Unknown | 72andSunny | Y |
|  | Papa John's | The Martin Agency | Creative AOR | Unknown | Leo Chicago | Y |
|  | Perkins American Food Co. | Buntin Group and Dunn & Co | Media and Social AOR | US | Acadia | Y |
|  | Pizza Hut | GSD&M | Creative AOR | Unknown | Deutsch | N |
| | | Mischief @ No Fixed Address | Media AOR | Unknown | VML | N |
|  | Poppi | In-house | Creative AOR | Unknown | Mirimar | Y |
|  | Ramona | Unknown | Social Media AOR | UK | Supernova | Y |
|  | Red's | None | Creative AOR | Unknown | Joan Studios | Unk |
|  | Saint James Iced Tea | Unknown | Digital Media AOR | US | January Digital | Y |
|  | Segafredo Zanetti | Unknown | Creative AOR | Global | BBH | Y |

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|  SHAKE SHACK® | Shake Shack | Preacher | Creative AOR | US | Opinionated | Y |
|  | Smashburger | Partners in Crime | Creative AOR | Unknown | Havas Formula, Havas Street, Kvell, X&O (project-based) | Unk |
|  | Spindrift | Unknown | Integrated AOR | Unknown | The Brand Guild | Y |
|  | Starbucks | None (WPP remains on roster) | Creative AOR | US | Anomaly | Unk |
|  | Subway | Dentsu Creative (maintains social duties) | Creative AOR | US | Leo | Y |
|  | Suja Life | None | Creative AOR | Unknown | BarkleyOKRP | Y |
|  | Taco Bell | Deutsch (and others) | Joining Creative Roster | Unknown | Quality Meats | Y |
|  | Takis | Unknown | Creative AOR | Global | WPP's VML | Y |
|  | The Almond Board of California | Sterling-Rice Group (creative and media), Porter Novelli (PR) | Integrated AOR | Global | Grey New York | Y |
|  | The Collective | None | Influencer and Social Media AOR | UK | Five by Five's TSA | Y |
|  | The Magnum Ice Cream Co | WPP Mindshare | Media AOR | Global | Publicis Groupe | Y |
|  | Tropical Smoothie Café | Unknown | Creative AOR | US | Fallon | Y |
| | | Unknown | Media AOR | US | Horizon Media | Y |

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|---|------------------------|--|-------------------|---------------------------|---------------|---------|
|  | Tropicana Brands Group | Cramer-Krasselt | Creative AOR | Unknown | Fig | Y |
|  | Wall's | Unknown | Creative AOR | UK, LATAM, various others | 180 Amsterdam | Y |
|  | Whataburger | Unknown | Media AOR | US | Empower Media | Unk |
|  | White Castle | Crossmedia and Omnicom Group's Merkle+Partners | Integrated AOR | Unknown | Omnicom GSD&M | Y |
|  | Whole Earth Brands | Unknown | Integrated AOR | US | The Variable | Y |
|  | Whole Earth Foods | Unknown | Lead Creative AOR | Unknown | St Luke's | N |



Insurance

| LOGO | CLIENT | INCUMBENT | CHANGE/SCOPE | FOCUS AREA | NEW AGENCY | REVIEW? |
|---|------------------------|------------------|---------------------|------------|------------|---------|
|  | Pacific Life Insurance | Various agencies | Integrated AOR | US | GSD&M | Y |
|  | Sentry | Unknown | Media and Brand AOR | Unknown | HLK | Y |

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Manufacturing

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| LOGO | CLIENT | INCUMBENT | CHANGE/SCOPE | FOCUS AREA | NEW AGENCY | REVIEW? |
|---|----------------------------|--|------------------------|---------------|-------------------|---------|
|  | Goodyear Tire & Rubber Co. | GSD&M, Colle McVoy, various others (consolidation) | Integrated AOR | Global | Publicis Groupe | Unk |
|  | Hero MotoCorp | Unknown (consolidation) | Media | Unknown | EssenceMediacom | Y |
|  | Lockheed Martin | IPG's McCann and Mediahub | Creative and Media AOR | Unknown | Gale | Y |
|  | Stihl | Unknown | Creative AOR | North America | The Martin Agency | Y |

Personal care

| LOGO | CLIENT | INCUMBENT | CHANGE/SCOPE | FOCUS AREA | NEW AGENCY | REVIEW? |
|---|--|----------------------|---------------------------|---------------------|----------------------|-------------------|
|  | Edgewell Personal Care | Bartle Bogle Hegarty | Creative AOR | US | Bartle Bogle Hegarty | Y |
| | Edgewell Personal Care (Schick Hydro Silk) | Unknown | Lead Creative AOR | Unknown | Bandits & Friends | Unk |
|  | MANSCAPED | None | Creative | Super Bowl Campaign | Quality Meats | Unk |
|  | Odele | Unknown | Media Buying (and others) | US | Haberman | Y |
|  | Sono Bello | Unknown | Digital Media AOR | US | Dentsu X | Pilot partnership |
|  | Ulta Beauty | None | Social and Creative AOR | Unknown | VaynerMedia | N |

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Pharma & health

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|---|---|-------------------------------------|---------------------------------|----------------|-----------------|---------|
|  Abbott | Abbott Laboratories | Mindshare <i>(consolidation)</i> | Media | US, Canada | Spark Foundry | Y |
|  | Bayer <i>(consumer health)</i> | Omnicom and WPP | Media, Creative, and Production | Global | IPG | Y |
|  | Eli Lilly | <i>Unknown</i> | Social AOR | <i>Various</i> | R/GA | Y |
|  | Haleon <i>(oral health and wellness)</i> | IPG | Creative AOR | Global | WPP | Y |
| | Haleon <i>(over-the-counter)</i> | IPG | Creative AOR | Global | Publicis Groupe | Y |
|  | Johnson & Johnson | J3 | Media Planning and Buying AOR | NAM | WPP | Y |
|  | Narcan Nasal Spray | <i>Unknown</i> | Media AOR | <i>Unknown</i> | Mile Marker | Y |
|  | Novartis | Merkley + Partners | Creative | Super Bowl Ad | Fallon | Y |

Retail

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|---|----------------|-------------------|----------------|----------------|-----------------|---------|
|  | 7-Eleven | Dentsu | Media AOR | Global | UM | Y |
|  | Aldi | <i>Unknown</i> | Media AOR | Global | Publicis Groupe | Y |
|  | CarMax | The Martin Agency | Creative AOR | US | 72andSunny LA | Y |
|  | Dollar General | <i>Unknown</i> | Paid Media AOR | <i>Unknown</i> | iProspect | Y |

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|---|--|-------------------------------------|-------------------------------|------------|-----------------------------|---------|
|  | Grocery Outlet | Unknown | Media Planning and Buying AOR | US | H/L | Y |
|  | Groupe SEB USA (All-Clad, Rowenta, and T-Fal) | Unknown | Creative AOR | US | Day One Agency | Unk |
|  | Hy-Vee | Unknown | Media Buying and Planning AOR | US | Dentsu's iProspect | Unk |
|  | IKEA US | Ogilvy New York | Multicultural | US | Alma | Y |
| | | Ogilvy New York | Creative AOR | US | David | Y |
|  | Instant Pot Brands | Unknown | Creative Media AOR | Unknown | Cramer-Krasselt | Y |
|  | JCPenney | None/in-house | Creative AOR | Unknown | Mischief @ No Fixed Address | N |
|  | JLL | Unknown | Strategic and Creative AOR | Global | Stein | Y |
|  | Jordan's Furniture | None | Creative AOR | Global | MullenLowe US | Y |
|  | Lumber Liquidators | Unknown | Integrated AOR | Unknown | Pinnacle Advertising | Unk |
|  | National Vision | Unknown | Media AOR | Unknown | VML | Y |
|  | PDI | Unknown | Integrated AOR | US | Ammunition | Y |
|  | PetSmart | Mediasmith | Media AOR | Unknown | Empower Media | Y |
|  | Publix Super Markets | 22Squared | Media AOR | US | Known | Y |
| | | 22Squared (retains media duties) | Creative AOR | Unknown | Fig | Y |

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|  | Sam's Club | Arnold, Horizon Next (consolidation) | Integrated Creative and Media AOR | Unknown | Publicis Groupe | Y |
|  | Scandinavian Design | Unknown | Integrated AOR | Unknown | Quad/Graphics (consolidation) | Unk |
|  | Screwfix | Unknown | Lead Creative AOR | Unknown | M+C Saatchi Group | Y |
|  | Solo Stove | PMG | Media AOR | Unknown | Carat | Y |
|  | TJX | WPP Mindshare | Media AOR | US | Publicis Groupe | Y |
| | TJX Cos. (HomeGoods) | IPG's McCann | Creative AOR | Global | Publicis Groupe's Fallon | Y |
| | TJX Cos. (Sierra Trading Post) | Omnicom Group's adam&EveDDB | Creative AOR | Global | BarkleyOKRP | Y |
|  | Vitamix | Marcus Thomas | Integrated AOR | Unknown | Colle McVoy | Y |

Services

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|--|-----------------------|---|--------------|------------|------------|---------|
|  | Fidium Fiber | Unknown | Creative AOR | Unknown | Bray & Co. | Y |
| | | Unknown | Media AOR | Unknown | Novus | Y |
|  | Grubhub | None/in-house | Creative AOR | US, UK | Walrus | Y |
|  | Hertz Global Holdings | FKQ (retains media planning and buying duties) | Creative AOR | Unknown | Preacher | Y |
|  | Ionna | Unknown | Creative AOR | Unknown | VML | Y |
|  | Maersk | Havas Media | Media AOR | Unknown | WPP Media | Y |

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|------|---------------------|--|-------------------------|---------------|---------------------------|---------|
| | Midas | Barkley | Creative AOR | North America | Where Eagles Dare | Y |
| | Mission Pet Health | Cardinal | Media and Analytics AOR | US | Acadia | Y |
| | Prime Storage | Unknown | Media AOR | US, Canada | Generator Media | Y |
| | PwC | None | Creative and Production | US | Ogilvy | Unk |
| | Spectrum | iProspect, PMG (various others) | Lead Media | Unknown | Horizon Media | Y |
| | | Various agencies | Lead Creative | Unknown | VCCP | Y |
| | Stanley Steemer | None | Creative AOR | US | Havas Chicago | Y |
| | Super Star Car Wash | Unknown | Integrated AOR | US | The Mayor | Unk |
| | T-Mobile | Dentsu | Creative | US | In-house | N |
| | | Dentsu Creative, VM, and Monks (and others) | Social Media AOR | Unknown | Monks | Y |
| | Take 5 Oil Change | Various project-based agencies | Creative AOR | North America | Dagger | Y |
| | | Various project-based agencies | Media AOR | North America | Dentsu X | Y |
| | TruGreen | Tinuiti | Media AOR | US | WPP Media | Y |
| | Verizon | R/GA | Social Media AOR | Unknown | Wieden+Kennedy | Y |
| | Vodafone | Carat | Media Buying AOR | EMEA | Carat (retains duties) | Y |
| | | Various agencies | Creative AOR | Global | Publicis Groupe | Y |

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Technology

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|  | Adobe (Adobe Experience Manager, Adobe Target, Adobe Experience Platform) | Unknown | Marketing AOR | Global | Omnicom | Y |
|  | Anthropic | Unknown | Media AOR | US | IPG Media | Unk |
|  | Autodesk | None/in-house | Creative AOR | Unknown | Giant Spoon | Y |
|  | Firefox | None | Social and Creator AOR | Global | Whalar | Unk |
|  | Kinetic | Unknown | Advertising and Creative AOR | US | McCann Detroit | Unk |
|  | LinkedIn | Dentsu (consolidation) | Media | Global | Publicis Media | Y |
| | | Unknown | Creative AOR | Global | IPG's McCann | Y |
|  | OpenAI | Accenture Song (with in-house agencies) | Media AOR | Global | Omnicom Media Group's PHD | Unk |
|  | Qualtrics | Unknown | B2B Digital Marketing AOR | Global | ROI-DNA | Y |
|  | Salesforce | In-house | Performance Media AOR | Global | Dentsu's iProspect | Y |
|  | ServiceNow | PMG | Media AOR | Global | Dentsu X | Y |
|  | Sky | WPP (retains Italy work) | Media AOR | UK (various others) | Publicis Groupe | Y |

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Travel & accommodations

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|-------------------------|-------------------------|---|----------------------------|----------------|-------------------------------|------------|
| Alaska Air Group | Alaska Air Group | <i>Unknown (consolidation)</i> | Strategic and Creative AOR | <i>Unknown</i> | Mekanism | <i>Unk</i> |
| | | <i>Unknown (consolidation)</i> | Media Planning and Buying | <i>Unknown</i> | Universal McCann | <i>Unk</i> |
| | Amtrak | Little Buddy | Social Creative AOR | US, Canada | Little Buddy (retains duties) | Y |
| | Breeze Airways | <i>None</i> | Creative AOR | <i>Unknown</i> | Walrus | N |
| | Hyatt | <i>Unknown (consolidation)</i> | Media AOR | Global | Assembly | Y |
| | Loews Hotels | <i>Unknown</i> | Digital AOR | US | New Engen | <i>Unk</i> |
| | Lufthansa Group | <i>Unknown</i> | Digital AOR | EMEA | DEPT | <i>Unk</i> |
| | Princess Cruises | <i>Unknown</i> | Integrated AOR | AUS | 72andSunny | <i>Unk</i> |
| | QuikTrip | WPP's VML | Integrated AOR | US | Laughlin Constable | Y |
| | Resorts World Las Vegas | <i>Unknown</i> | Integrated AOR | US | RPA | <i>Unk</i> |
| | Southwest Airlines | <i>None (GSD&M remains on roster)</i> | Creative | <i>Unknown</i> | Leo Chicago | Y |



Other

| LOGO | CLIENT | INCUMBENT | CHANGE/SCOPE | FOCUS AREA | NEW AGENCY | REVIEW? |
|------|--|----------------|--------------|------------|--------------------------|---------|
| | National Association of Realtors (NAR) | <i>Unknown</i> | Creative AOR | US | Uncommon Creative Studio | Y |
| | UNICEF USA | Delve | Media AOR | US | Brainlabs | Y |