

2021: Agency Reviews and Roster Changes

LOGO	CLIENT	INCUMBENT	CHANGE/SCOPE	FOCUS AREA	NEW AGENCY	REVIEW?
	Abercrombie & Fitch (<i>Hollister</i>)	Unknown	Influencer and Public Relations AOR	Global	160over90	Y
	Aesop	None	Customer Engagement AOR	Global	Havas CX	Y
	Airbnb	Wieden+Kennedy	Lead Creative Agency	Unknown	Droga5	N
	Allianz	Unknown	Creative and Production	Global	A-Lab	Y
	Alpha Foods	None	Creative AOR	Unknown	Mischief @ No Fixed Address	N
	Amazon (<i>Audible</i>)	Spark Foundry (<i>US</i>), Hearts & Science (<i>UK/AU</i>), MediaPlus (<i>GER</i>), and Initiative (<i>FR, India</i>)	Media	Global	Review in Process	Y
	American Airlines	Unknown	Multicultural AOR	Unknown	Walton Isaacson	UNK
	American Cancer Society	Zenith	Media AOR	Unknown	Tombras	Y
	American Eagle Outfitters	360i	Media AOR	Unknown	VaynerMedia	UNK
	American Family Insurance/ The General	Unknown	Media AOR	US	Publicis Groupe	UNK
	American Standard	Unknown	Media AOR	Unknown	Empower	Y
	American Woodmark Corporation	None	AOR	US	MullenLowe New York	Y
	AmeriSave Mortgage Corp	The Martin Agency	Creative AOR	Unknown	Arnold Worldwide	N
	Anheuser-Busch InBev	Unknown	Data AOR	Global	Epsilon	Y
	Anheuser-Busch InBev	Publicis, Dentsu, and WPP	Media	Global	Review in Process (<i>Publicis, dentsu, and WPP invited</i>)	Y
	Arizona Coyotes	Unknown	Creative AOR	US	MullenLowe (<i>LA</i>)	Y
	Ashley HomeStore	Unknown	Lead Creative Agency	Unknown	Kettle	Y
	Atlantic Broadband	Various (<i>B-to-B, B-to-C, PR/Social</i>)	Creative AOR	US	Kettle	Y
	Atlantic Broadband	Various (<i>B-to-B, B-to-C, PR/Social</i>)	Media AOR	US	ForwardPMX	Y
	Atlantic Broadband	Various (<i>B-to-B, B-to-C, PR/Social</i>)	Web Marketing	US	Rhythm	Y
	Atlantic Broadband	Various (<i>B-to-B, B-to-C, PR/Social</i>)	PR	US	Wye Communications	Y
	Atlantic Broadband	Various (<i>B-to-B, B-to-C, PR/Social</i>)	Research	US	HarrisX	Y

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	Avocados From Mexico	Energy BBDO	AOR	Unknown	GSD&M	N
	Bayer	PHD and Denstu	Media AOR	Global	MediaCom (and part of the WPP's Team Bayer)	Y
	Bed Bath & Beyond	Unknown	Lead Brand Agency	Unknown	MUH-TAY-ZIK / HOF-FER	Y
	Bed Bath & Beyond	Unknown	Corporate and Consumer PR AOR	Unknown	M Booth	Y
	Bed Bath & Beyond (BuyBuy Baby)	Unknown	Lead Social Media Agency	Unknown	We Are Social	Y
	Behr	Haworth Media	Media AOR	US	UM	Y
	Behr	Deutsch	Creative AOR	Unknown	TBWA\Chiat\Day LA	Y
	Berkshire Hathaway (Brooks Running)	Unknown	Social Media AOR	Unknown	Curiosity	Y
	Bissell Homecare	ICF Next	Creative AOR and PR	Global	McCann Worldgroup	Y
	Blu Dot	Ciceron	Media Planning and Buying AOR	Global	Colle McVoy	N
	Bowflex	Unknown	Social AOR	UK	NGN LAB	UNK
	British Airways	WPP	Creative and CRM AOR	Global	Uncommon Creative Studio	Y
	British Airways	WPP Worldwide	Media and SEO AOR	Global	Omnicom Media Group	Y
	Broken Shed Vodka	Unknown	Digital and Creative AOR	Global	Schafer Condon Carter and TimeZoneOne	UNK
	Bumble	Unknown	Media AOR	Global	Wavemaker	UNK
	Burger King China	Unknown	Media Planning and Buying AOR	China	UM China (Mediabrand)	Y
	Champion Petfoods	Unknown	Integrated AOR	North America	TDA Boulder	Y
CHANEL	Chanel	GroupM	Media Planning and Buying AOR	Global	Omnicom Media Group	Y
	Cigna	Unknown	Marketing Services Category	US	Team Unleash (IPG)	UNK
	CKE Restaurant Holdings (Carl's Jr. and Hardee's)	Unknown	In-Store Marketing and Merchandising AOR	US	Haygarth	Y
	Coinbase	Unknown	Media AOR	Unknown	Wavemaker (GroupM)	Y
	Coinbase	None	Advertising AOR	US	The Martin Agency	Y
	Con Edison	Havas	Creative AOR	US	Code and Theory (Stagwell Group)	UNK
	Constellation Brands (Modelo)	Cavalry	Creative and Social Account	US	Review in Process	Y

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	Coppertone	Wunderman Thompson	Creative AOR	Unknown	Huge	Y
	Cracker Barrel Old Country Store	Havas Chicago and The Richards Group	Creative and Media AOR	US	Dentsu	Y
	Cruise <i>(majority-owned by General Motors)</i>	None	AOR	Unknown	Pereira O' Dell	Y
	CVS Health	Unknown	Integrated Account <i>(Includes Creative, Branding, Data, CRM, etc.)</i>	US	Review in Process	Y
	De Beers	Mindshare (WPP)	Media AOR	Global	Havas Media Group	CP
	Denny's	EP+Co	Creative AOR	Unknown	Anomaly	Y
	Deutsche Bank	Spark Foundry, Starcom, and Performance Media	Media Planning and Buying AOR	Global	Essence (WPP)	Y
	Discover	Grey	Brand Creative AOR	US	TBWA\Chiat\Day LA	Y
	Dolce & Gabbana	Carat	Media AOR	Global	Havas Media Group	Y
	Donatos	Geben Communications	Social Media AOR	US	Curiosity	Y
	Dos Equis	Droga5	AOR	Unknown	Sid Lee	Y
	Dr. Oetker	BBDO	Creative AOR	Global	Adam&Eve/DDB	UNK
	Dr. Scholl's	Dentsu MCGarryBowen	Media AOR	US	OMD USA	Y
	Driven Brands	Unknown	Creative AOR	Unknown	Erich & Kallman (E&K)	N
	Dunkin'	BBDO	Creative AOR	Global	Anomaly	Y
	Dyson	Defending: Mindshare	Media	Global	Review in Process	Y
	Edible	Replacing Project-Based Agency Relationships	Creative and Media AOR	US	Tombras	Y
	Eli Lilly	OMD	Media Planning and Buying AOR	Global	Zenith	Y
	EmblemHealth	gyro	Creative and Integrated AOR	US	VMLY&R	Y
	Enphase Energy	None	Creative and Media AOR <i>(Creative Strategy, Media Planning and Buying)</i>	Global	Droga5 New York	N
	Enterprise Holdings	None	Brand Strategy AOR	Unknown	Ogilvy	Y
	Meta <i>(formerly Facebook)</i>	Defending: Mindshare, Dentsu, etc.	Media Buying and Planning	Global	Review in Process	Y




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	Meta (<i>Instagram</i>)	Unknown	Creative	Unknown	Johannes Leonardo	Y
	FanDuel	Unknown	Lead Creative Agency	US	Wieden+Kennedy New York	Y
FARFETCH	FARFETCH	MediaCom, Hearts & Science, and Havas	Communications Planning and Media-buying AOR	Global	Mediahub	Y
	Federal Emergency Management Agency	Resilience Action Partners (<i>RAP</i>)	Advertising PR, Innovation, Health, Experience, Behavioral Science	US	Resilience Action Partners (<i>RAP</i>)	Y
FERRERO	Ferrero	Unknown	Creative	Global	Review in Process	Y
	Foster Farms	Deutsch LA	AOR	US	Erich & Kallman	N
	Fruit of the Loom	CPB	Media and Creative AOR	Unknown	GSD&M	Y
	Glassdoor	Unknown	Media AOR	Global	Media Matters Worldwide (<i>MMWW</i>)	UNK
	Golden Nugget (<i>Online Gaming</i>)	Unknown	Digital Marketing AOR	US	Incubeta	UNK
	Google	Omnicom Media Group	Media	Global	Essence	N
	Great Wolf Resorts	MRM/McCann	Creative AOR	US, Canada	Erich & Kallman	Y
	Great Wolf Resorts	Spark	Media AOR	US, Canada	Horizon Media	Y
GROUPON	Groupon	TBWA\Chiat\Day New York	Lead Creative AOR	Global	Foote, Cone & Belding (<i>FCB</i>) (<i>IPG</i>)	Y
	Grove Collaborative	None	AOR	Unknown	Camp + King	Y
	H&R Block	Unknown	Strategy and Creative AOR	Unknown	Carmichael Lynch	Y
	Hallmark Cards, Inc. (<i>Crown Media Family Networks</i>)	Noble People	Media AOR	Unknown	Mediahub	UNK
	Hard Rock Digital (<i>Hardrock Sportsbook App</i>)	None	Creative AOR	US	Droga5	Y
HERSHEY'S	Hershey's	UM	Media AOR	US	Horizon Media	Y
	HOKA One One	None	Creative AOR	Global	Foote, Cone & Belding (<i>FCB</i>) (<i>IPG</i>)	Y
	Home Depot	Carat	Media AOR	US	OMD	Y
	Honda	Unknown	Media	US	Review in Process	Y

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	Hulu	UM	Media Planning and Buying	US	Zenith	N
	Humana	PHD, Rain the Growth	Media AOR	US	Spark Foundry	Y
	Hyatt <i>(World of Hyatt)</i>	Unknown	Creative AOR	Global	Ogilvy	UNK
	Hyundai Motor America	Unknown	African American AOR	US	Culture Brands	Y
	IAG Airlines	Carat, WPP Worldwide	Media Planning and Buying AOR	Global	Havas Media Group	Y
	IHOP	Druga5	Creative	US	Review in Process	Y
	Infiniti	CPB <i>(MDC Partners)</i>	Brand, Creative and Media AOR	Global	Publicis Groupe	Y
	INSP	Unknown	Marketing AOR	US	Horizon Media	UNK
	Inspire Brands	Unknown	Media AOR	US	Publicis Groupe	Y
	Inspire Brands <i>(Dunkin')</i>	BBDO Worldwide	Creative	Unknown	Review in Process	Y
	Intuit <i>(Quickbooks)</i>	Hearts & Science	Media AOR	Global	Initiative	Y
	iovate Health Sciences International	In-house	AOR	Unknown	Opinionated	Y
	Jack In The Box	Unknown	AOR for TikTok Campaigns	US	Kyra Media <i>(Generation Z Media)</i>	UNK
	Jaguar Land Rover	Unknown	Bespoke Marketing Model <i>(Digitalization)</i>	Global	Accenture Interactive	UNK
	JBL	Unknown	Lead Brand Agency	US	Doner	Y
	JetBlue	IPG and MullenLowe	Creative AOR	US	Adam & Eve DDB	Y
	JLL	Gyro	Brand Strategy and Creative AOR	Global	Havas	Y
	Johnson & Johnson <i>(Baby and Aveeno Baby)</i>	BBDO and DDB	Creative	US	Doner	Y
	Jollibee	Unknown	AOR	US	David&Goliath	UNK
	JPMorgan Chase	Zenith	Media	Global	WPP and dentsu	UNK
	Kering Group <i>(Gucci, Yves Saint Laurent, etc.)</i>	Zenith	Media AOR	Global	iProspect	Y
	Keurig Dr. Pepper	Initiative	Media AOR	US, Canada	Havas Media	UNK

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	Kohler	PHD	Integrated AOR	US	PMG	Y
	Kraft Heinz Continental Europe	Unknown	Social Media AOR	Europe	We Are Social	UNK
	L'Oréal China	Mindshare	Media Planning and Buying AOR	China	Publicis Group	N
	Land O'Lakes (Dairy Foods brands)	None	Creative AOR	North America	Battery (LA)	Y
	Land O'Lakes (Dairy Foods brands)	None	Media Planning and Buying AOR	North America	Havas Media	Y
	Las Vegas Convention and Visitors Authority (LVCVA)	R&R Partners	Full-Service Agency AOR	US	R&R Partners (WPI)	Y
	Las Vegas Convention and Visitors Authority (LVCVA)	Unknown	Social Media AOR	US	Grey (WPP)	Y
	Lexus	Digitas	CRM	UK	WPP Agencies/ The&Partnership	UNK
	Liberty Communications	Unknown	Strategic and Creative AOR	Global	VMLY&R	Y
	Lidl	Starcom	Multichannel Media Planning and Buying AOR	US	Novus Next	Y
	LinkedIn	Unknown	Paid Media AOR	Global	iProspect	UNK
	Lionsgate Entertainment (Starz)	Digitas for US and Starcom as Lionsgate Media AOR	Media	Global	Review in Process	Y
	Lloyds Banking Group	MediaCom Group M	Media AOR (All Brands)	Global	Zenith	Y
	Lucid Motors	None	Creative AOR	Unknown	Erich & Kallman	N
	Lululemon (Mirror)	None	AOR	Unknown	KNOWN	Y
	Madison Reed	Unknown	Media AOR	Unknown	Dentsu X (Powered by 360i)	UNK
	Manulife	Heat, m/SIX, Wunderman Thompson	Media and Creative AOR	Gobal	Dentsu	Y
	MassMutual	Johannes Leonardo	Lead Creative AOR	US	Grey	Y
	Mercedes-Benz	Publicis Groupe	Consolidated media and creative business	Global	Omnicom Group	Y
	Meta (Formerly Facebook)	WPP and Dentsu	Media Planning and Buying AOR (All Brands)	Global	Spark Foundry	Y

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	MetroNet	Unknown	Integrated AOR	Global	The Richards Group	UNK
	Mike's Hard Lemonade	Havas Chicago	Creative AOR	Unknown	WorkInProgress (WIP)	UNK
	Mike's Hard Lemonade	Unknown	Media AOR	Unknown	Haworth Media	UNK
	Modelo	Cavalry	AOR	Global	Grey NY	Y
	Moderna	Unknown	Creative AOR	Unknown	TBWA\Chiat\Day LA	UNK
	Molson Coors (Topo Chico Hard Selzer)	None	Creative, Media, Social, PR	Unknown	Droga5	UNK
	Monkey Shoulder (William Grant & Son)	None	Creative AOR	Global, US	Fallon NY	Y
	Mozilla (Firefox)	None	Social Media AOR	Unknown	Tombras	Y
	NatWest Group	Zenith	Media Planning and Buying AOR	Unknown	Initiative (IPG)	Y
	Nike	Wieden+Kennedy, Within, WPP's Mindshare, Stagwell-owned Assembly, etc.	Media	Global	Review in Process	Y
	ONE Brands	Unknown	Shopper Marketing AOR	Unknown	Blue Chip	UNK
	Opiant Pharmaceuticals	Unknown	AOR (OPNT003 Brand)	US	Moon Rabbit	UNK
	Owl's Brew	Unknown	Media AOR	Unknown	Generator Media + Analytics	N
	Pals Socks	Unknown	Creative AOR	Unknown	Terri & Sandy	N
	Perfetti Van Melle USA	Unknown	Media AOR	Global	Wavemaker	Y
	Pernod Ricard (Swedish Absolut Vodka)	BBH	Strategy and Creative	Global	Ogilvy	Y
	Pernod Ricard USA	Unknown	Lead Creative Agency	Unknown	Ogilvy	UNK
	Perrigo	Unknown	Media Planning and Buying AOR	North America	Gale	Y
	PetSmart	Empower	Media AOR	US	MediaSmith	UNK
	Philips	Dentsu, WPP, and Havas	Consolidated Creative, Media, and Communication	Global	Omnicom (Bespoke Team)	Y
	Planet Fitness	16 Incumbent Agencies	AOR (Marketing Strategy, Data and Analytics, Media Planning and Buying, Creative and Brand Partnerships)	US	Publicis Groupe	CDP

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	Planet Fitness	Unknown	Digital AOR	Unknown	Huge	Y
	Post Consumer Brands	Various agencies <i>(i.e. Public Works)</i>	Creative AOR	Unknown	Barkley	Y
	Potbelly Corp	Unknown	Media AOR	Unknown	USIM	UNK
	PPLSI <i>(LegalShield, IDShield)</i>	Unknown	Marketing and Communications AOR	US	You & Mr Jones	UNK
	PROXIMO Proximo Spirits	Variety of Agencies	AOR	Unknown	Eleven	N
	Prudential	Droga5 <i>(Accenture Interactive)</i>	Creative AOR	Unknown	StrawberryFrog NY	Y
	Reborn Clothing Co.	None	AOR	Unknown	French/West/Vaughn <i>(FWV)</i>	UNK
	Reckitt <i>(Previously RB)</i>	Havas	Creative and Social AOR	Global	VaynerMedia	Y
	Reckitt <i>(Previously RB)</i>	Initiative Media	Media Strategy, Digital Planning and Purchasing	Central European	Publicis Groupe	Y
	Reckitt <i>(Previously RB)</i>	None	Digital	Unknown	VCCP	Y
	Red Bull	Starcom <i>(Publicis)</i>	Media AOR	North America	PHD <i>(Omnicom)</i>	UNK
	Rite Aid	Unknown	Digital Media AOR	US	WITHIN	UNK
	Sabra	VaynerMedia	Creative AOR	North America	The Martin Agency	UNK
	Safelite AutoGlass	Ron Foth Advertising	Creative AOR	Unknown	FCB	Y
	Sally Beauty	Unknown	Media AOR	US, Canada	Spark Foundry <i>(Publicis)</i>	Y
	Sam's Club	None	AOR	Unknown	VMLY&R	Y
	Samsung	Publicis Groupe	Creative AOR	US	Publicis Groupe	Y
	Sanofi	Mindshare	Media AOR	Global	Omnicom Media Group	N
	Schwan's Company	Unknown	Creative AOR	Unknown	TBWA\Chiat\Day LA	UNK
	SeatGeek	None	AOR	Unknown	FIG	Y
	Shutterfly	Unknown	AOR	Unknown	Mischief @ No Fixed Address	Y
	Skyy Vodka	VMLY&R <i>(and Variety of Agencies)</i>	AOR	Global	Mono	Y
	Slack	Unknown	Media Planning and Buying AOR	US, EMEA	Mediahub	Y

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	Stella Watch Company	Unknown	Media AOR	Unknown	Generator Media + Analytics (GM+A)	UNK
	Stellantis	Publicis Groupe for Fiat-Chrysler and MediaCom for PSA Group (Stellantis consolidated all 14 brands)	Media Planning and Buying AOR	Global	Publicis Groupe	Y
	Stellantis	Unknown	Multicultural	North America	Ignition Media Group	UNK
	Stop & Shop	Unknown	Advertising AOR	Unknown	McKinney	N
	Storck USA	GSD&M	Media AOR	US	UM	CP
	Sub-Zero Group	The Richards Group	AOR	US	Huge	Y
	Summit Hill Foods	Empower	Media AOR	Global	Curiosity	N
	T.J. Maxx	Grey (WPP)	Creative AOR	US	MullenLowe (Boston)	Y
	Taco Bell	None	Culture AOR	Global	Cashmere Agency LA	N
	Tally	Unknown	Media AOR	US	Mediahub	Y
	TD Bank Group	TBWA\Chiat\Day	Creative AOR	North America	Ogilvy, David (WPP)	Y
	Terminix	Unknown	Creative AOR	Unknown	The Martin Agency (TMA)	Y
	Terminix	Unknown	Media AOR	Unknown	Mediahub	Y
	The Coca-Cola Company	MediaCom, Universal McCann, Starcom, Carat, Anomaly, Wieden+Kennedy and others	Marketing	Global	WPP, OpenX (Bespoke)	Y
	The Coca-Cola Company	MediaCom, Universal McCann, Starcom, Carat, Anomaly, Wieden+Kennedy and others	Complementary Media Partner	Japan and Korea (Selected Markets)	dentsu	Y
	The Coca-Cola Company	UM	Media	Australia	MediaCom	Y
	The Home Depot	The Richards Group	Creative AOR	US	BBDO	Y
	The Zebra	None	AOR	Unknown	Argonaut	Y
	T-Mobile	Essence, Horizon Media, and Publicis Media	Media Planning and Buying AOR	Unknown	Initiative	Y
	Tonal	Unknown	Media AOR	Unknown	UM Worldwide	UNK
	Travelocity	Proof Advertising	AOR	US	Doner	Y

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	U.S. Navy	VMLY&R	Creative AOR	US	VMLY&R	Y
	Ubisoft		AOR (<i>Digital Media, Social, etc.</i>)	North America	Damage the Esports	Y
	Unilever	Unknown	Retail, eCommerce, Shopper	US	Arc Worldwide (<i>Publicis Groupe</i>)	Y
	Unilever	Mindshare, Omnicom, IPG, etc.	Media	US, UK, Ireland, India, Indonesia, China	Retained Mindshare (<i>WPP</i>)	Y
	Unilever (<i>Axe</i>)	72andSunny	Creative AOR	Unknown	The Martin Agency	Y
	United Airlines	mcgarrybowen	Creative AOR	Global	72andSunny	Y
	Valvoline	Big Communications	Creative and Strategy AOR	Global	Hill Holliday	Y
	Vanguard	Unknown	Media Buying and Planning	Unknown	Razorfish	N
	Volkswagen Group	PHD	Media	Global	Review in Process	Y
	Volkswagen Group (<i>Audi</i>)	Defending: Venables, Bell & Partners	Brand Strategy and Creative	US	Review in Process	Y
	Wakefern Food Corp.	Unknown	Digital Brand AOR	US	Huge Brooklyn	UNK
	Walmart	Haworth	Media Planning and Buying AOR	US	Publicis Groupe	Y
	WarnerMedia (<i>HBO Max</i>)	None	Social AOR	US	Engine	N
	WaterWipes	IPG	AOR (<i>Creative, Media Buying, PR, Digital and Physical Retail</i>)	Global	Omnicom (<i>BBDO LA, Media Group, OPRG, Velocity Commerce Group</i>)	UNK
	Wells Enterprise (<i>Halo Top</i>)	Unknown	Social Media AOR	Unknown	Fact & Fiction	Y
	White Claw	Rothco (<i>Accenture Interactive</i>)	Creative AOR	Global	VCCP	Y
	Wrangler	Mother NY	Creative	Unknown	Yard NYC	Y
	Yum Brands (<i>KFC</i>)	Defending: Wieden+Kennedy Portland	Creative and Media Accounts	US	Review in Process	Y
	Zippo	DeVries Global	Creative, PR and Social AOR	Global	Ogilvy	UNK