

**MAJOR CLIENT BESPOKE UNITS / DEDICATED AGENCIES SET UP BY THE BIG SIX HOLDING COMPANIES**

Aligning with a growing demand from top advertisers to have their integrated advertising or media/digital accounts served by a dedicated team, holding companies set up branded bespoke client units or standalone agencies (legal entities) for their key clients. WPP and Publicis created the largest number of client dedicated entities. Here is a summary of the major ones:

Please note that this list of client units/agencies is not exhaustive and only includes the major ones which for a good part do not carry the client name and are legal entities.



	Groupe Connect		Campbell's Team
	OneCitiGlobal		Comcast One
	Publicis Imagine		PlatformGSK
	Inspire Media Engine		PSOne
	PUB1949		Publicis 57
	L'Oréal One		Lenovo One Media
	LVMH@PublicisMedia		Connect at PM
	Team POP		Publicis N2
	P&G One		Team Lift
	Constellation		Publicis Collective
	Team One		Publicis Lion Company
	VM1		PubW



	Amtrak Partnership		Team Nucleus
	OpenX		Red Fuse
	Team Magenta		GTB / WPP@Ford
	EightBar		L'Equipe L'Oréal
	Hudson Rouge		L'Atelier
	GroupMW		Garage Team Mazda
	Milka All Stars		OpenMind
	Pulse Creative		NN1
	Theo		Team Spark
	GroupM Go.To		&Toyota
	The Navy Partnership		Team Red
	WPP Go One		The Pharm

**MEDIABRANDS**

	Rufus		Coca-Cola Connections Studios
	Team Unleash		Initiative Wellness
	Red Engine		J3
	Initiative Junior		Thrive

**OmnicomGroup**

	Aura		TBWA\Media Arts Lab
	La Maison Media		Team Ignite
	Team X		OMG23
	Nissan United		Sanofi@Omnicom
	OMG North Star		SQ1

**dentsu international**

	Burberry Media Network		Deep Blue
	Red Star		The Green Thread
	Dentsu Pure Performance		Innov8
	The Franchise @dentsu		



Media/digital Media bespoke business unit | Fully-integrated Agency

COMvergence's purpose is to analyze and measure the performances and strategic developments of the global MarCom holding company agencies, major independents, and largest management consultancy firms.

COMvergence delivers (to advertisers, agencies, pitch consultants, media vendors, financial analysts) high value products and services, with real insights and analysis, in a modern format that can be easily manipulated. Our key principles are objectivity (through the measurement criteria used to benchmark the agencies and the groups' performances), simplicity (of our methodologies) and agility (thanks to our online platform gathering all available data and displaying insights on dashboards and dynamic graphs that are easy to read, understand and act on). Also our members and partners unanimously agree that COMvergence is the undisputed global source and provider of advertisers' media spend figures.

Should you require further information or have questions about the above, please contact us.

Olivier Gauthier, Founder & CEO: [Olivier.Gauthier@comvergence.net](mailto:Olivier.Gauthier@comvergence.net)  
 Lisa Spielman, US Director: [Lisa.Spielman@comvergence.net](mailto:Lisa.Spielman@comvergence.net)