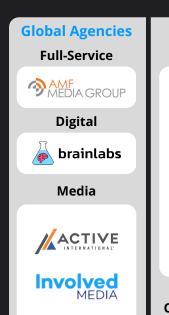
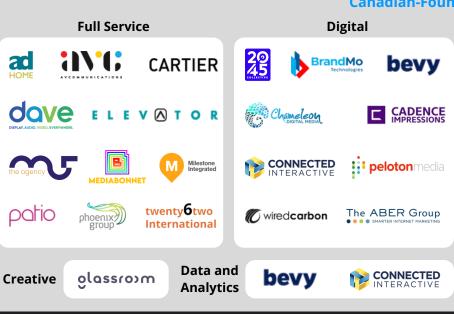
Canadian Agency Member Landscape

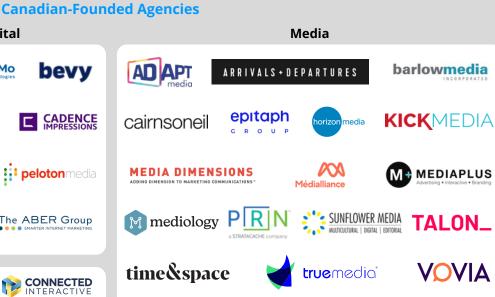


Holding Company	Creative	Full-Service	Media	Digital	Data & Analytics
dentsu	DENTSU GREATIVE	dentsu AEGIS network	CARAT dentsu X	iPROSPECT	
IFG			Initiative IPG MEDIABRANDS MEDIA EXPERTS		KINESSO
Omnicom Group	ALTERNATOR		Wednesday PHd OMG23 PHd OMG Omnicom Medicionary	⊗ CREO	annalect
PUBLICIS GROUPE		MARS UNITED. Saatchi & Saatchi	APX PUBLICIS SPARK Starcom Zenith		
WPP	gtb		essencemediacom MIDAS MINDSHARE MSix & Partners Wavemaker WPP Media		

INDEPENDENT AGENCIES













Fall 2025 Edition



bevy

Canadian Agency Member Landscape



SPECIALTY AGENCIES

Retail Media





Multicultural Advertising





Digital Out of Home









Definition



BrandMo





AGENCY TYPES

Full-Service

Integrated marketing agencies that offer a broad mix of strategy, creative, media, digital, and data services under one roof. These firms provide end-to-end solutions for clients seeking a single agency partner for multi-channel campaigns.

Typical Services

Agencies

- Strategic planning
- Creative development
- Media and digital execution
- · Analytics & reporting

Media **Agencies**

Agencies that specialize in the strategic planning, buying, and optimization of advertising space across various channels such as TV, digital, radio, print, out-of-home (OOH), and programmatic platforms. They focus on maximizing reach, frequency, and return on investment through data-driven media decisions.

- Media planning & buying
- Audience targeting & segmentation
- Campaign analytics & reporting
- Cross-channel media strategy

Creative **Agencies**

Agencies specializing in the development of brand messaging, visual identity, and content. These firms craft the narrative and visual execution of campaigns across channels, often partnering with media and digital agencies for rollout.

- Brand strategy & positioning
- Advertising concept & design
- Copywriting, art direction & video production
- Campaign ideation & storytelling

Digital Agencies

Agencies focused primarily on web-based and emerging media platforms. These firms build, manage, and optimize digital experiences including websites, social media, mobile apps, e-commerce, and digital advertising campaigns.

- Web design & development
- SEO, SEM, and social media marketing
- Email automation and CRM integrations
- Digital UX/UI & performance optimization

Data & **Analytics**

Agencies that specialize in the use of data to inform, measure, and optimize marketing efforts. These firms provide data infrastructure, customer insights, advanced analytics, and activation support for performance-driven campaigns.

- Data collection & visualization
- Marketing attribution modeling
- Audience segmentation & profiling
- Predictive analytics & media performance optimization

This guide was developed in partnership with IAB Canada's Agency Council and members.









