

AGENCY HOLDING COMPANY

Holding Company	Creative	Full-Service	Media	Digital	Data & Analytics
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INDEPENDENT AGENCIES

Global Agencies

Full-Service



Digital



Media



Canadian-Founded Agencies

Full Service



Data and Analytics

Digital



Media



SPECIALTY AGENCIES

Retail Media



CTV/ Streaming



Influencer Marketing



Multicultural Advertising



Digital Out of Home



AGENCY TYPES

Definition

Typical Services

Full-Service Agencies

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.

- 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.