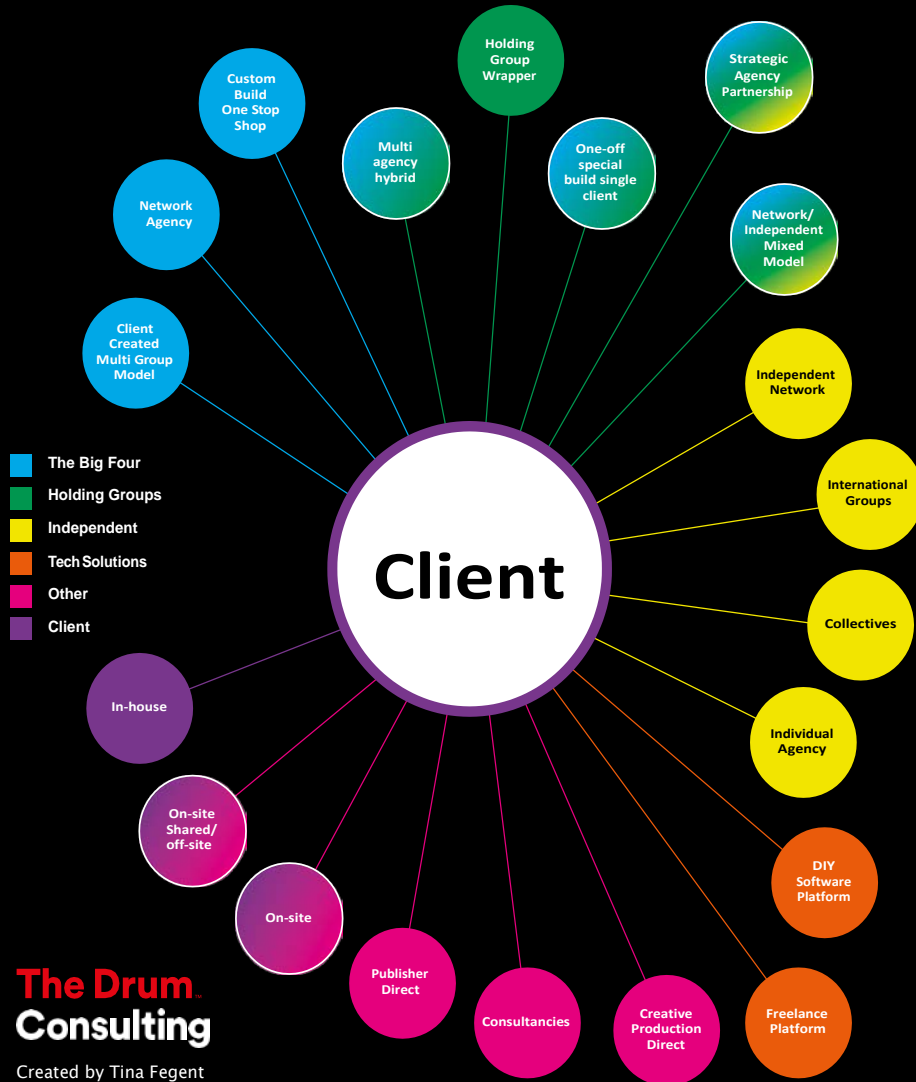


# Top 20 client agency models



<p><b>Network Agency</b></p> <p>Global agency network, owned by holding company managed by agency leadership team</p>	<p>Owner-managed or employee owned/VC/PE-backed independent agency run by their own management team</p>	<p><b>Individual Agency</b></p>
<p><b>Custom Build One Stop Shop</b></p> <p>Client formed teams from a selection of agencies who sit within the same Holding company</p>	<p>Owner-managed agency with global reach and network</p>	<p><b>Independent Network</b></p>
<p><b>Client Created Multi Group Model</b></p> <p>Client created model using their rostered agencies together with their own staff</p>	<p>Small core team managing group of agencies and associates.</p>	<p><b>Collectives</b></p>
<p><b>Multi agency hybrid</b></p> <p>Client formed teams from a selection of agencies who sit within different holding companies, groups or collectives</p>	<p>Informal independent agency networks</p>	<p><b>International Groups</b></p>
<p><b>One-off special build single client</b></p> <p>Agency built specifically for a client using a number of agencies in the same group</p>	<p>One-off collaboration to service client need across multi locations</p>	<p><b>Strategic Agency Partnership</b></p>
<p><b>Holding Group Wrapper</b></p> <p>Agencies run by their own management team who then come together under a group name to offer services</p>	<p>Open source approach using combination of network and independent agencies</p>	<p><b>Network/Independent Mixed Model</b></p>
<p><b>DIY Software Platform</b></p> <p>AI or technology solution that enables and automates agency services</p>	<p>Independent production agency with developed direct-to-client creative propositions</p>	<p><b>Creative Production Direct</b></p>
<p><b>Freelance Platform</b></p> <p>Online portal providing access to the freelance community</p>	<p>Management Consultancies offering agency services through acquisition</p>	<p><b>Consultancies</b></p>
<p><b>On-site Shared/off-site</b></p> <p>On-site at client with external support</p>	<p>Publisher created division offering direct-to-client creative content and production</p>	<p><b>Publisher Direct</b></p>
<p><b>On-site</b></p> <p>Third-party staff within a created internal agency based on-site at client offices</p>	<p>Client created in-house resource to form an internal agency</p>	<p><b>In-house</b></p>

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# Top 20 Agency models

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Model	Description
1. Client Generated Multi Group Model	Client created model using their rostered agencies together with their own staff
2. Network Agency	Global agency network, owned by holding company managed by agency leadership team
3. Customer Built One Stop Shop	Client formed teams from a selection of agencies who sit within the same Holding company
4. Multi Agency Hybrid	Client formed teams from a selection of agencies who sit within different holding companies, groups or collectives
5. Holding Group Wrapper	Agencies run by their own management team who then come together under a group name to offer services

# Top 20 Agency models

Model	Description
6. One off special build single client	Agency built specifically for a client using a number of agencies in the same group
7. Strategic Agency Partnership	One-off collaboration to service client need across multi locations
8. Network/Independent Mixed	Open source approach using combination of network and independent agencies
9. Independent Network	Owner-managed agency with global reach and network
10. International Groups	Informal independent agency networks

# Top 20 Agency models

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Model	Example
11. Collectives	Small core team managing group of agencies and associates
12. Individual Agency	Owner-managed or employee owned/VC/PE-backed independent agency run by their own management team
13. DIY Software Platform	AI or technology solution that enables and automates agency services
14. Freelance Platform	Online portal providing access to the freelance community
15. Creative Production Direct	Independent production agency with developed direct-to-client creative proposition

# Top 20 Agency models

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Model	Example
16. Consultancies	Management Consultancies offering agency services through acquisition
17. Publisher direct	Publisher created division offering direct-to-client creative content and production
18. On-site	Third-party staff within a created internal agency based on-site at client offices
19. On-site / shared offsite	On-site at client with external support
20. In House	Client created in-house resource to form an internal agency