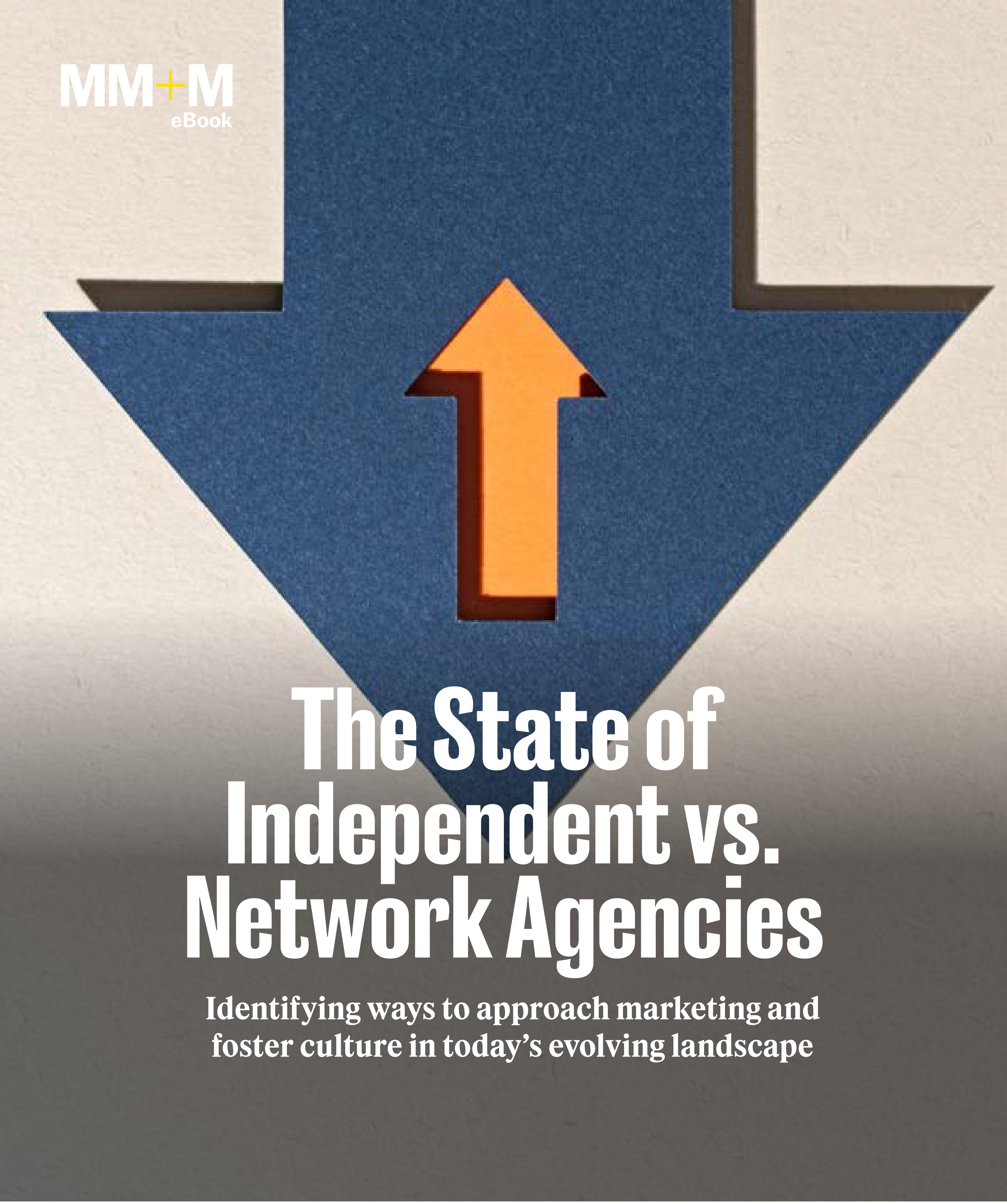

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The State of Independent vs. Network Agencies

Identifying ways to approach marketing and foster culture in today's evolving landscape

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Inside

Building for the Future

By Melissa Fleming

The healthcare marketing industry is in a state of transition. Recent mergers between agencies has strengthened the hold of a handful of companies over the industry and are disrupting the way that agencies of all sizes work, interact and create. However, independent agencies are holding their own and making significant inroads in innovating within the healthcare space and fostering meaningful connections among brands and consumers.

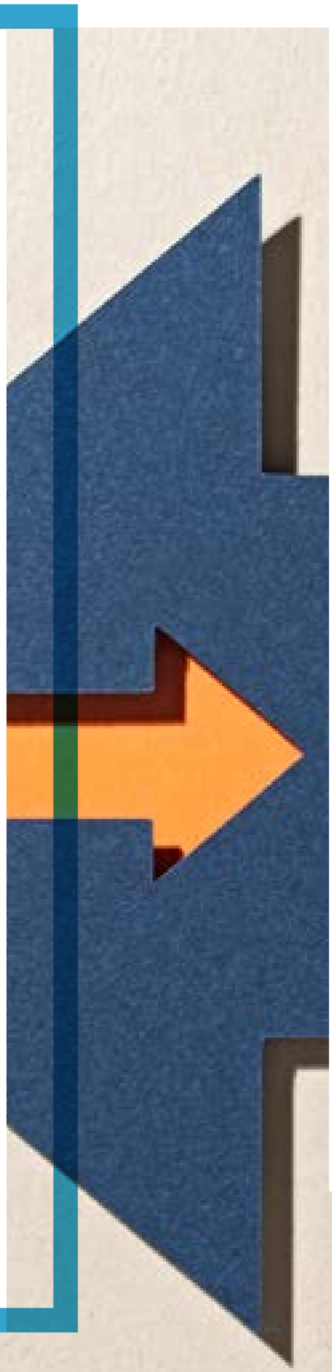
MM+M's latest eBook explores how scale offers challenges and opportunities in generating growth, fostering culture, attracting talent and delivering value to clients.

Amid the widespread industry consolidation, independent agencies may have an edge over their larger counterparts in attracting talent. Boutique firms are carving out unique identities and prioritizing culture, people and creativity that appeals to employees seeking more purpose, connection and authenticity in their work.

The Omnicom-IPG merger is reshaping pharma marketing across the country. Scale impacts creative capacities, technology and buying capabilities, making it increasingly important for independent agencies to define who they are and differentiate their services to clients.

A leadership change at WPP presents an opportunity to ramp up the holding company's tech-forward, data-driven offerings. Strategic direction will be a key component of succession planning as the agency may have to adopt a fresh mindset about the role of creativity in the future.

We hope you enjoy this eBook.



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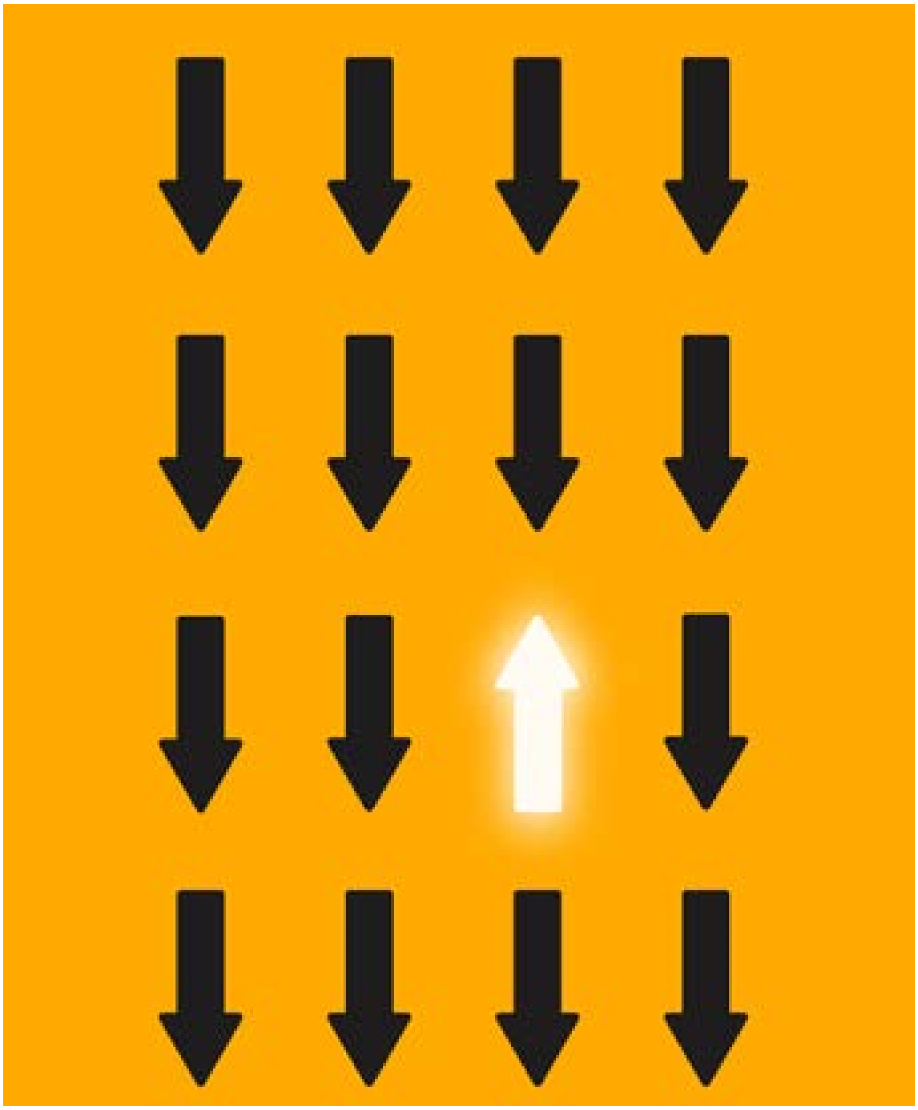

The Rise of the Indie

Amid widespread industry consolidation, independent agencies have an edge in attracting talent

By Melissa Fleming

As consolidation reshapes the marketing and advertising landscape, independent agencies are rising in relevance and appeal, especially to talent looking for purpose, connection and authenticity. While large holding companies are bolstered by scale, broader tech capabilities and larger creative networks, they're also often weighed down by bureaucracy, redundancies and shareholder demands.

In contrast, independent agencies are carving out unique, anti-establishment identities and offering specialized services tailored to clients' increasingly complex needs. By focusing on culture, people and creativity, independent agencies are thriving amid all the change.

> **"My single and only priority is doing amazing work. I'm actually not bothered about growth and profit. It's a byproduct, not the goal."**

DAVID HUNT
The Considered

FOSTERING A CULTURE OF CARE

Attracting talent today goes far beyond perks and salaries. It requires a culture rooted in purpose and empathy. "The world is now about talent, respect and creating a culture of care," says David Hunt, CEO and founder, The Considered. His approach counters the way many holding companies operate. "The industry, as far as talent is concerned, is making a lot of bad decisions — restructures, redundancies, return to work, cost cutting, bonus delays — that are primarily driven by fiscal pressures," he explains. "We're doing the complete opposite. If people aren't paying bonuses, then we pay them early. If people are forced into the office, then we'll free them. My job as a CEO is to create an environment and a culture for my team to excel, with a smile on their face."

The Considered's 98% retention rate demonstrates that this people-first approach is resonating with employees. "My single and only priority is doing amazing work. I'm actually not bothered about growth and profit. It's a byproduct, not the goal," Hunt says.

The COVID-19 pandemic ushered in

Getty Images

"Independent agencies have an edge when they lean into authentic purpose, clear career paths and access to visionary founders."

CHRISTINE SLOCUMB
The Whisper Group

the possibility of a remote-first workplace and access to diverse employees. "Previously, we all simply recycled local talent, and then suddenly there is an opportunity to recruit the very best talent without geographic limits, and that's been a massive driver in our success," he explains. "If you go remote first, you actually optimize the experience around people, not the people around the office."

That work-life balance and flexibility not only improves morale but also fosters better work and cross-cultural collaboration. "I'd always collaborated with people who look like me, sound like me and live very close to me. It is pretty 2D. Today, I get to collaborate with people with completely different perspectives and ideas due to their wildly different environments and communities," Hunt says. "It is fascinating and hugely potent for creativity."

With smaller staff size and less red tape, independent agencies are well-positioned to innovate, experiment and iterate. "Inherently, independents are much more agile," he notes. "And if ever there was a time to be agile in marketing, it's 2025."

CREATING MULTIPLE PATHWAYS

"Independent agencies have an edge when they lean into authentic purpose, clear career paths and access to visionary founders," says Christine Slocumb, founder and former CEO, Clarity Quest Marketing, and adviser to The Whisper Group. "People aren't just chasing logo merch and bonuses. They want to learn, feel valued, be fairly compensated and do meaningful work."

A distinct culture can be a critical draw for independent agencies. "Make sure it's clear; it's active; that you're not just saying it, everyone lives it," Slocumb advises. "It's got to be a truly lived experience within an independent agency. Candidates will see that authenticity."

A smaller agency can also offer many opportunities for growth for early-career professionals through clearer career paths, work variety and skill development as well as ownership of work and exposure to different disciplines, she notes.

A major advantage of working at a smaller agency over a larger one is proximity to leadership. "Independents have access to the founders or C-levels, and formal mentorship programs that really work," Slocumb says. Especially in a remote world, "a robust mentorship program can be an extremely powerful interaction."

FORGING DEEP CONNECTIONS

At Mower, an independent, employee-owned agency, the mission is simple: Create meaningful connections among people and brands. "In an industry like ours, it's very tempting to think culture is foosball tables and beer on tap, but it's really about how you treat each other, day in and day out," says Stephanie Crockett, CEO, Mower.

Its ethos of "making fierce friends" shapes both the work of and relationships between employees and clients. "It's based on affection, relevance and trust," says Mike Baron, healthcare specialty leader and SVP. "Great work is a driver, but it's not just great creative. It's also work that creates results and has a sense of purpose."

In this connected culture, employees are encouraged to be engaged and proactive. "If you have an idea, we want you to pitch it, bring it and be curious," Baron emphasizes. "In the networks, it's a little bit more difficult to get that access to the decision-makers."

Ultimately, that collaborative, open environment benefits the work and clients. "When you've got that relationship with the work and how we're engaging every day, people feel a real vested interest in what's happening with our clients," Crockett explains. "Their success is our success."

Since becoming an Employee Stock Ownership Plan (ESOP) in 2022, Mower offers its employees real financial investment. "Certainly people look at that, feeling what they do every day is having an impact not only on the world but also on their own financial future," Crockett says.

SERVING WITH A PURPOSE

The appeal of working at YAMA Group hinges on purpose, performance and culture. "They're coming in to do the best work in a career, but also be recognized for the work, not just climb the ladder," explains Yann Deredec, EVP, group management director and cofounder, YAMA Group.

YAMA removes barriers and empowers employees to contribute. "If you're a strategist, a creative, a technologist, a producer, you'll make an immediate impact the second you get here because we don't have all the layers," Deredec says.

Culture is the secret sauce at YAMA. "It's that glue in between everybody. We make sure that everybody understands the purpose of the organization and tie it into our people and performance," Deredec emphasizes. "At the end of the day, we're accountable for the business we do. We do it all with a genuine respect for one another."

From higher salaries and generous PTO to bringing in diverse voices from other industries and hosting offsite adventures, YAMA offers "a whole package of a culture of kindness, ability and ambition," Deredec says. Put simply, "we don't serve shareholders, we serve outcomes, and we're always fireable. It means that we have to work so much harder, which is very rewarding."

Courtesy Omnicom

How the Omnicom-IPG Merger Could Reshape Pharma Marketing

Perhaps unsurprisingly, the resounding sentiment across the industry is a profound sense of anxiety and uncertainty

By Jack O'Brien

It has been more than six months since Omnicom announced its proposed takeover of Interpublic Group (IPG) to create the industry's largest agency by revenue.

The two holding company titans revealed their plans on December 9, 2024, to form an advertising behemoth that would directly impact more than 50 medical marketing agencies across the country.

In the intervening period, a clearer image has come into focus for the structure and leadership of the new entity.

Shortly after the megamerger was unveiled, Omnicom Health Group's then-CEO Matt McNally announced that he would be leaving the agency.

Ultimately, McNally returned to Publicis Groupe — where he spent more than 14 years of his career — to serve as global CEO of Publicis Health and report to Publicis Groupe CEO Arthur Sadoun.

In May, OHG's chief marketing officer Craig Romanok announced that he would leave the organization. About one month later, he landed at Publicis' Digitas Health.

From a regulatory perspective, the shareholders of both companies have approved the merger.

In late June, the Federal Trade Commission concluded its antitrust review of the deal and reached an agreement with both holding companies on a mutually acceptable consent order that prevents coordination to bar ads based on politics.

Importantly, the deal is still pending approval from regulators in the U.K.

As the deal heads towards a likely close, the resounding sentiment across the industry remains a profound sense of anxiety and uncertainty.

There are concerns about how this level of corporate consolidation could affect the production of creative marketing, result in sizable layoffs and lead to an exodus of critical pharma brand knowledge.

However, not all hope is lost, as some independent agencies see opportunities to differentiate themselves by offering specialized insights and tailored services to pharma clients, while also adding talent who may leave the new Omnicom.

IMPACT ON ADLAND PERSONNEL

Medical marketing leaders are mindful that, as is often the case in mergers of this size, layoffs are nearly inevitable.

Both firms cut roles last year, with Omnicom slashing 3,000 jobs ahead of the takeover move.

While scale offers agencies advantages like bolstered creative capacities, data analytics and media buying, it also leads to redundancies in terms of back-office services and top-level positions.

The two corporations, which each employ tens of thousands of workers, have projected the merger will result in $700 million in savings.

However, questions remain about how those savings will be achieved and who will benefit from them. Neither Omnicom nor IPG responded to requests for comment.

Gil Bashe, chair of global health and purpose at Finn Partners, a 2025 MM+M Agency 100 honoree, questioned whether the merger's financial potential will truly benefit employees and clients or just provide additional profit to shareholders.

"Who is [the merger] helping? It certainly will help the shareholder — they'll realize more profitability. Now, more profitability will allow them to, ideally, do more stuff. But will that stuff include more competitive wages and paying people more money or will it be bigger dividends? Who's going to benefit from all this?"

Plus, as Bashe observed, advertising is a knowledge business — even more so in the medical marketing field.

As the healthcare industry becomes more specialized, there will be an increased need for agencies to have deep medical expertise on hand to match the disease state or therapeutic area of focus.

Corporate consolidation that provides clients with fewer options for agency partners that are already broader in scope could prove incompatible with pharma's marketing needs.

Bashe said he expects clients will increasingly seek out agencies with niche expertise that understand their specific needs, rather than just the largest players in the space.

"Clients are diverse enough and unique and have their individual preferences to the point where they'll say, 'I need an agency that fits my specific operational needs,'" he said.

Bashe also expressed empathy for employees at both companies, adding his concern that the merger will create distractions for them and affect the quality of work and client relationships.

It should come as no surprise that agencies big and small have been actively hiring talent leaving the soon-to-be merged organization. Bashe said indie medical marketing agencies stand to benefit from the exodus of creative talent from these holding companies.

OPPORTUNITIES FOR INDIE AGENCIES

Though it remains to be seen how the deal will ultimately impact the industry, large and midsize medical marketing firms aren't taking the news lying down.

Indeed, many independent agencies told MM+M that they didn't feel any pressure to merge or acquire other agencies in response to the Omnicom-IPG deal. Instead, they focused on generating organic growth and delivering customized experiences for their clients.

Real Chemistry CEO Shankar Narayanan wrote in a statement shortly after the deal was announced that it was still too early to fully understand the scope and structure of the merger and its full ramifications for the industry.

Corporate consolidation that provides clients with fewer options for agency partners that are already broader in scope could prove incompatible with pharma's marketing needs.

"The news about Omnicom and Interpublic Group represents a potentially large and complex transaction," he stated. "It is still too early to fully understand the scope and structure in terms of how this transaction will ultimately move forward and its potential impact on our industry."

Indie agencies also see opportunities to serve clients who may be looking for more specialized and nimble partners.

Calcium+Company's group president and managing partner Greg Lewis said the merger will create increased opportunity for independent agencies, which he said are "unencumbered by the complexities of large-scale integrations."

These firms, he claimed, are well-positioned to offer tailored services that appeal to pharma clients desiring flexibility and high-touch engagement.

CULTURE AND INTEGRATION

Culture is another key factor in the future of this deal, especially given that a clash of cultures was partly to blame for the demise of the Publicis-Omnicom merger that was called off in 2014.

One 2025 MM+M Agency 100 honoree that spoke on background in order to discuss the merger candidly noted that non-holding company agencies emphasize the value of maintaining a strong, integrated culture and avoiding the bureaucracy that can present as a challenge for larger, merged entities.

This agency also raised the question of whether these two advertising giants are going to embrace the unique subculture of health agencies at their disposal — such as Area 23, Neon or Biolumina — or try to unify them under a singular brand identity.

Uniting two large entities in a holistic way is a challenge but there is a belief within this agency that Omnicom and IPG will move in a deliberate, strategic way to build out this revamped corporate culture.

While all of this gets sorted out within the two agencies, the priority for indie medical marketing shops going forward is cutting through the noise to focus on the clients and campaigns ahead of them.

Bashe echoed the sentiment that independent agencies can thrive by focusing on their people, culture and client relationships.

He added that this merger is an opportunity for these organizations to differentiate themselves through their scale, collaborative culture and ability to attract and retain talent.

"When we get down to the nub in health communications, it's not about the 100,000 people — it's about the 15 people who understand intimately the challenge you're about to engage in, embark on and resolve," he said.


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'Smells Like Opportunity': Analysts, Industry Leaders on WPP CEO Mark Read's Exit

Execs from rival holding companies, independent firms and advisory shops share their thoughts on WPP's leadership change

By Jess Ruderman

The parent of health agencies including Ogilvy Health, GCI Group and CMI Media Group said its board has begun a search for Read's successor.

WPP CEO Mark Read's exit presents an opportunity, both for the holding company to address a changing landscape, and for competitors to take advantage of a period of leadership instability, according to agency CEOs and industry analysts.

"[It's a] really puzzling move at WPP announcing Mark Read 'stepping down' with no successor announced when they are experiencing major client losses, right before Cannes," said Mark Penn, CEO of rival holding company Stagwell, in a post on X on June 9. "[It] smells like opportunity for Stagwell and others," said Penn, the former CEO of WPP's Burson-Martsteller, now a part of Burson.

WPP announced on June 9 that Read

Courtesy WPP

will step down from his role as chief executive after more than 30 years with the holding company. Read was appointed CEO, replacing Martin Sorrell, in 2018.

"WPP is an amazing company with incredible people and wonderful clients. There's never a perfect time to move on from such an organization, but after almost seven years as CEO, I've decided that this is the right time for me," Read said on LinkedIn.

"The current environment may be challenging for every business, but I've every confidence in our people and our capabilities," he added. "The future for WPP is a bright one, and clients understand the long-term value of what we do."

Read will stay on as CEO until the end of 2025 and assist the holding company's board in appointing his replacement. The parent of health agencies including Ogilvy Health, GCI Group and CMI Media Group said its board has begun a search for his successor.

Edelman CEO Richard Edelman complimented Read on his "superb job of simplification and focus," bringing WPP from 300 agency brands to six, and making tough decisions when it came to legacy firms.

"The prior state of WPP was a sprawling conglomerate with a strategy of kiss and punch. Now it is a coherent business, but needs a growth strategy tied to data," Edelman said, noting that the company is missing a platform like Publicis Groupe's Epsilon.

However, financial pressure and account losses necessitate more changes at WPP, said advisory firm Forrester's VP and principal analyst, Jay Pattisall.

For independent shops, WPP's leadership shakeup underscores a larger industry shift that the big holding company players aren't prepared for, according to CEO of independent agency /Prompt, Paul Dyer.

"It should be clear that the era in which [Read] and his contemporaries were wildly successful is coming to a close," Dyer said via email. "That era featured all-powerful conglomerates that dominated with loss-leading creative supported by media buying arbitrage and scalable human resources, but Meta and Google let the genie out of the bottle, destroying their market-shaping power in the process."

"Read's successor must be able to look around corners for media and creativity, while maintaining the operational realities. It's a rare executive to fit all those at once."

Now, clients and employees are largely asking for tech-forward offerings, data-driven decision making, flexible working arrangements and an emphasis on speed and fine-tuning over long-term planning and investments, he explained.

"Each of the holding company heads has responded differently to this realization, with WPP, Omnicom and IPG hoping if they consolidate enough business they can force the genie back in the bottle," Dyer said. He referenced Omnicom's planned acquisition of competitor holding company Interpublic Group, set to close in the second half of this year.

"Personally, I think they are managing the future with a mindset of the past, and we expect to see that play out as clients vote with their wallets and shareholders vote with their pink slips," he said. "Based on WPP's trajectory, they appear to be the first to reckon with this."

Brian Wieser, principal at advisory and consulting firm Madison and Wall and former global president of business intelligence at WPP firm Group M, said Read's decision to step down was "unsurprising." He pointed to WPP's "lackluster business and stock performance" in recent years, alongside the appointment of a new chairman at the beginning of the year.

Overall, WPP posted a 2.7% like-for-like decline in revenue in Q1. Revenue in WPP's PR division fell 6.6% on a like-for-like basis in Q1. At Burson, revenue was "down in the mid- to high-single digits" in the quarter. Overall revenue in the PR division fell 39.5%, following the sale of FGS Global to private equity firm KKR at the end of last year.

FGS Global CEO Alex Geiser declined to comment on the impending leadership change at WPP, the agency's former owner.

According to Pattisall, WPP has two options for succession: a change agent from the outside who can bring fresh thinking to the holding company or an internal candidate who would have the benefit of a fast ramp-up.

"In either case, this individual will take over WPP at a pivotal time in the industry and will face the reality of automation across the WPP workforce, a dynamic and consolidating global media market where the Big Six holding company media groups are becoming the big three, and the changing nature of creativity," Pattisall said. "Read's successor must be able to look around corners for media and creativity, while maintaining the operational realities. It's a rare executive to fit all those at once."

WPP maintains a deep talent bench of "very capable executives" who could run the business next, but it's assumed the board will also look for candidates outside of the company, Wieser wrote on his firm's Substack.

"The bigger issue for what comes next for WPP is its strategic direction, which was arguably the more important issue of the past several years," he said. "Operating changes will be top-of-mind for many — including ongoing internal consolidation, spin-offs or other forms of simplification — but the big problem at WPP as we see it is strategic."

What Makes the Right Agency Partner?

Navigating the pharmaceutical marketing landscape is complex; choosing the most compatible type of ad agency shouldn't be underestimated

The agency relationship is an extension of your internal brand team. The right partner helps you define the story, sharpen the strategy and move efficiently. Even if well-intentioned, the wrong partner creates drag by missing nuances or having misaligned goals that cost time, budget or credibility.

So, what makes the right partner? Is there a better choice between a network or an independent agency? The answer is — it depends. Here are some cues to follow.

DEEP HEALTHCARE EXPERIENCE

Start with relevant case studies in your therapeutic area and a working knowledge of the full healthcare ecosystem. Understand the behavior of specialists, physicians, administrators, patients and caregivers; craft messages that resonate while remaining compliant; and decode disease state complexity quickly so your brand doesn't serve as a training ground.

Beyond subject-matter expertise, look for teams that are ready to challenge assumptions and contribute to outcomes versus ones focused on deliverables. A great partner proactively identifies opportunities, solves problems before they hit and pushes you to think a step ahead.

CREATIVE THAT DRIVES BEHAVIOR

Creative is as much about being effective as being bold and original. Work that checks regulatory boxes but lacks distinction fades into the noise. Look for the agency that develops creative based on your objectives. Review past portfolios and ask how work performed in the market, what insights guided the campaign and what defined success.

CONTINUITY AND COMMITMENT

Agency relationships thrive on people more than process. Continuity of team, consistency of talent and cultural alignment make the difference between a vendor and a strategic partner. High-functioning teams are stable, know your brand's history and build momentum because they're not starting from scratch every six months. Look for agencies where senior talent lives in the day-to-day work. Those are the ones who help you see around corners and maintain continuity.

OPERATIONAL AGILITY

Data releases, regulatory approvals, competitive landscape and payer shifts demand a quick response; timing and agility are everything. Agencies built for responsiveness are ready, not reactive. They don't sacrifice rigor for speed; they embed decision-capable teams who communicate well, move fast and know how to get work through.

TECHNOLOGY AND TOOLS THAT WORK

Modern marketing is driven by data and powered by tech. Agencies should bring a suite of tools such as analytics, automation and omnichannel planning, but they should know how to use them strategically to cut through dashboards and metrics to focus on what matters. Insight is more valuable than information.

SHARED ACCOUNTABILITY

What separates a truly strategic partner from a transactional agency is mindset. The best agencies measure success in moving the brand forward. These partners don't merely "work on your brand." They feel responsible for it.

FIT FACTOR

There's no single formula for the perfect agency. What works brilliantly for one brand may fall flat for another. The key is fit — you want a partner who listens well, communicates clearly, thinks ahead and cares as much about your goals as you do. Strategic, operational and cultural alignment is what drives sustained success.

THE CHOICE THAT MOVES THE BRAND

Selecting an agency isn't finding the biggest one, the one with the most promise of resources, the most decorated one or whether it's network or independent.

The best agency for your brand is the one most aligned with your mission and built to rise to that challenge. The team that shows up, digs in, and elevates everything they touch is what a strategic partner looks like — and that's what your brand deserves.

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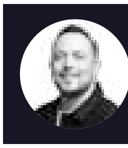
Intimacy: The Independent Agency Advantage



JAMES TINKER
Managing partner,
Moon Rabbit

Over the past decade, healthcare marketing has undergone a wave of consolidation. Independent agencies — once the creative heartbeat of the industry — are increasingly absorbed into vast networks. The result? Campaigns that prioritize scale over substance, and messaging that, in aiming to reach everyone, often says very little.

Network agencies are built for efficiency and process, both of which lead to predictability. And with that comes a creeping sameness: templated solutions, overused frameworks and cautious creative that checks boxes rather than sparks connection. In the drive to protect ROI, originality is often the first casualty. The result is what many now recognize as “beige” work — broad but bland, visible but forgettable.

This isn’t a criticism of scale itself — large models can be effective. But scale shifts priorities. In networks, decisions are often filtered through layers of management, profitability targets, and global alignment. The freedom to ask uncomfortable questions, challenge assumptions, or follow a hunch? That gets harder.

Independent agencies, on the other hand, are built differently. Not necessarily smaller, but closer. Not bound by holding company economics, we attract talent drawn to curiosity, integrity and the thrill of solving hard problems. These are places where creatives and strategists sit close to their clients, not separated by process, hierarchy or even ZIP codes in many instances. There’s room to listen, reflect, and go deeper.

In healthcare, that difference matters.

Patients don’t reveal their fears, stigmas or missteps in a focus group or an IDI. They open up in safe, empathetic spaces — in conversations that require trust and time. When agencies operate at arm’s length, that kind of insight remains elusive. But the results are profound when proximity, attentiveness and emotional intelligence are prioritized, as rare as that may be. Suddenly, marketing isn’t just accurate, it’s human.

When talking with people who have Parkinson’s Disease, for example, it turns out they weren’t looking for a treatment to ensure they could be part of their upcoming family reunion or long-planned anniversary dinner. Instead, they told us that everyday life presented the most significant challenges — and that they want to fight to beat them. One Parkinson’s patient described a humbling situation in a public restroom where tremors prevented him from being able to manage his zipper properly, forcing him to either ask for help from a stranger or have an accident. Maintaining their dignity is what these patients need their healthcare providers to fight for.

Similarly, while the cliché points of pain with menopause are thought to be hot flashes, loss of bone density or sexual repercussions, speaking in depth with women revealed the primary issue they were struggling with was invisibility. When a woman’s doctor is dismissive and assures her she doesn’t need hormone replacement therapy because it’s just a natural process, it only confirms she no longer has a voice. Centering the work around an antidote to invisibility is a very different — and empowering — place to start.

This resulting intimacy doesn’t just benefit the patient. Our clients are stewards of sensitive, often life-altering stories. They need creative partners who will sit with complexity, turn ambiguity into insight and understand that the difference between good and great often lies in a detail most would miss.

There’s a pervasive myth in our industry that bigger is safer. That recognition is more meaningful when it’s bought through sheer visibility. But earned relevance beats paid reach every time. Independent agencies may not always shout the loudest, but our work often echoes longer — because it’s born of listening, not broadcasting.

Network agencies are like big box retailers: efficient, recognizable and stocked with reliable basics. Independent agencies? We’re more like tailors — meticulous, personal and invested in every stitch. And in a field where trust is everything, that level of craft makes all the difference.

In a time when healthcare brands compete not just for attention, but for belief, clients need curious, courageous partners who are close to the truth. Independent agencies don’t just create campaigns. We cultivate understanding. And that makes all the difference.

Two Decades In

— and Still Putting Clients First

Over the past 20 years, the pharmaceutical world has evolved — blockbusters gave way to precision therapies, regulations grew more stringent and big data took the wheel. But at Triple Threat Communications (aka the UnAgency), success has come from preserving original values and ideals: an agency built on an unwavering client-first focus.

Early in his career at big network agencies, Tim Frank saw how supersized teams, capabilities, and promises looked good on paper — but behind the scenes, the network nonsense was real: big egos, bloated processes, and priorities that revolved around politics and profit margins over client success.

And the higher he climbed, the further he got from the work that mattered — working directly with brands and solving real client problems. His epiphany? At many networks, the most experienced talent gets pulled away from the work—into internal meetings, management, and margin math. Their best people aren't focused on the success of their clients; they are focused on the success of the agency.

Could Tim build something better? Could he bring great people back to the work? Could he create a place where clients always came first? From those questions, Triple Threat Communications was born.

Tim embraced a different, fully independent model — hungrier, more flexible, more transparent. He believed experienced people do great work when they're empowered to put clients first — without all the big-network agency trappings. Clients want true partners — people interacting and cooperating with them every day, operating with honesty, passion, and purpose. They want you solving their challenges, not selling them the latest network capability. They want agency pros who love the work, who have their back, and who put their best interests first — without all the big agency BS.

Twenty years later, Triple Threat's relentless focus on clients and their success hasn't changed a bit.

TIM FRANK
Owner, Triple Threat Communications

"At Triple Threat Communications (aka the UnAgency), success has come from preserving original values and ideals: an agency built on an unwavering client-first focus."

triple threat communications
the unagency