



## Holding Company and Agency In-House Facilities for Production/Editorial and Music

Many holding companies and agencies operate in-house production and post-production units. Those units may not always have the same name as their associated holding company or agency, making it difficult to understand how they are connected. In response to this issue, the AICP keeps a running list of in-house units that are known to be affiliated with a particular holding company or agency.

Please refer to this list when considering a bid request from an agency to determine if you are bidding against an independent company or an agency/holding company-owned entity. If you are aware of an in-house unit not on this list, please fill out [this form](#).

Your company's confidential proprietary information such as the discussion of a director, editor, or other artist's approach on a conference call or the submission of bids, budgets, and treatments, should not be disclosed to your competitor. If you would like to bid on a project where you are competing with an agency in-house unit, you should make arrangements to deliver your confidential proprietary information to the advertiser or its consultant directly. The AICP recommends that all member companies adhere to the AICP issued best practices for bidding [found here](#).

| Holding Company Parent | In-House Unit                    |
|------------------------|----------------------------------|
| Havas                  | Studio6                          |
| MDC                    | Hecho Studios                    |
| Omnicom                | eg+ Worldwide                    |
| Omnicom                | Coffee & TV                      |
| Omnicom                | Omnicom Content Studios          |
| Omnicom                | Omnicom Productions              |
| Publicis               | Prodigious                       |
| Publicis               | Harbor (under Prodigious banner) |
| Publicis               | PXP                              |
| S4 Capital             | MediaMonks                       |
| Stagwell               | Cahoots                          |
| WPP                    | Hogarth                          |
| WPP                    | Gramercy Park Studios            |
| WPP                    | Townhouse                        |

| Agency Parent    | In-House Unit          |
|------------------|------------------------|
| 72andSunny       | Hecho Studios          |
| 180              | Be Grizzlee            |
| 22squared        | 22pictures             |
| 22squared        | Trade School           |
| Abelson & Taylor | Dose                   |
| Accenture Song   | Accenture Song Studios |
| Anomaly          | Unreasonable Studios   |
| BBDO             | Be Grizzlee            |

| Agency Parent (Continued)      | In-House Unit (Continued) |
|--------------------------------|---------------------------|
| BBD0                           | Flare                     |
| BBD0                           | The Kitchen               |
| BBH                            | Black Sheep Studios       |
| BBH                            | The Creative Studio       |
| Butler Shine Stern & Partners  | Cleaver Editorial         |
| Colle McEvoy                   | Cold Cuts                 |
| Colle McEvoy                   | Hatch                     |
| CP+B                           | Ming Studios              |
| CP+B                           | Plus Productions          |
| Dailey                         | Dailey In House Studios   |
| David & Goliath                | Spinach                   |
| DDB                            | Be Grizzlee               |
| DDB                            | Cool Dry Place            |
| DDB                            | The Studio                |
| Dentsu                         | Taylor James              |
| Deutsch                        | Mr. Ed                    |
| Deutsch                        | Steelhead                 |
| Doner                          | Hawkeye                   |
| Doner                          | TUG (The Underground)     |
| Doner                          | Underground               |
| Doner                          | Wolfgang                  |
| Droga5                         | Droga5 Studios            |
| Droga5                         | Second Child              |
| Edelman                        | Moustache                 |
| Fallon                         | Assembly Line             |
| Fallon                         | Charm School              |
| FCB                            | Lord & Thomas             |
| FCB                            | Pipeline PS               |
| FCB                            | Studio RX Productions     |
| Goodby, Silverstein & Partners | eLevel                    |
| GTB                            | The Park                  |
| JWT                            | JW2 Productions           |
| Leo Burnett                    | PXP                       |
| Lopez Negrete                  | Zap Boom Bang Studios     |
| Martin Williams                | Chop Shop                 |
| Martin Williams                | The Mint                  |
| McCann                         | Craft Worldwide           |
| McCann                         | No6                       |
| McGarry Bowen                  | Orange Slice              |
| Media Arts Lab (MAL)           | Be Grizzlee               |
| MullenLowe                     | Yeti Productions          |
| Ogilvy                         | H&O (Hogarth & Ogilvy)    |
| OKRP                           | Putney                    |
| OFRP                           | Whiskey & Bananas         |

| Agency Parent (Continued) | In-House Unit (Continued) |
|---------------------------|---------------------------|
| Publicis                  | PXP Studios               |
| Publicis                  | The Pub                   |
| Saatchi & Saatchi         | Compadres                 |
| TBWA/Chiat/Day            | Be Grizzlee               |
| TBWA/Chiat/Day            | Coffee & TV               |
| TBWA/Chiat/Day            | Red Slash                 |
| Team One                  | TOM                       |
| The Martin Agency         | SuperJoy                  |
| The Martin Agency         | Running with Scissors     |
| VaynerMedia               | Vayner Productions        |
| VaynerMedia               | Eva Nosidam               |
| Venables, Bell & Partners | Lumberyard                |
| Wieden + Kennedy          | Joint Editorial           |
| Y&R/VML                   | 3CCC                      |
| Y&R/VML                   | Ray                       |
| Y&R/VML                   | Vault                     |

| Agency Parent               | Music Unit                   |
|-----------------------------|------------------------------|
| DDB                         | The Studio                   |
| Grey                        | Crescendo Productions        |
| JWT                         | Music Production Group (MPG) |
| Omnicom (via GMR Marketing) | MusicLink                    |