

# Campaign US report cards: Independent agencies and networks

by Campaign Staff *July 08, 2021*



Read on for a breakdown of the industry's best creative and media agencies in the U.S



## Mediassociates

With Mediassociates, you get both a head- and heart-based approach. On one side, the agency delivered its "Gameboard" predictive analytics offer to clients including Seiko, WinStar and SolarCity. And, on the other, it focused on a passion project with World Vision to help a rural mountaintop village in Honduras bring clean water and economic growth to its 250 residents.

Mediassociates claimed that 2020 was the best year in its 25-year history. The agency won new assignments including the University of Phoenix, Mount Sinai Health System and Panasonic North America. It also hired 30-plus people and expanded training, development and internal programs. Evidence that a balanced view combining data with people works best.