



 thenetworkone  
the world's leading independent agencies

# CREDENTIALS

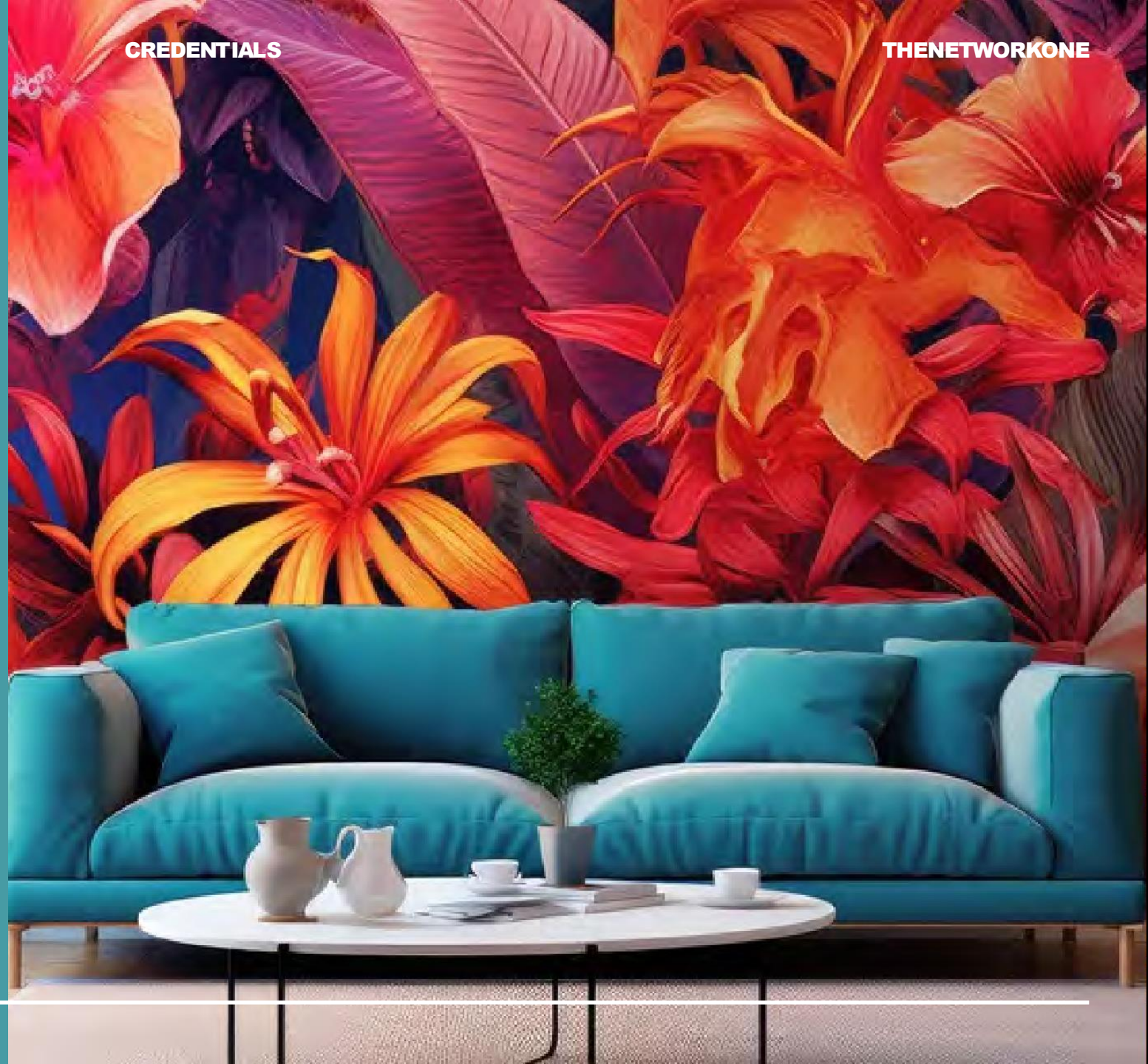
[www.thenetworkone.com](http://www.thenetworkone.com)

# NOTE TO THE READER

These credentials, which include copyright material, are provided for your reference as a member of thenetworkone. If your agency is a member, you may use them or the elements therein, internally or externally, to promote your membership of thenetworkone and the international capabilities now available to your agency that your membership facilitates.

Please feel free to adapt the content to your house-style.

If you have any specific questions or requirements, please don't hesitate to contact us directly.



# AN INTRODUCTION TO THENETWORKONE

[www.thenetworkone.com](http://www.thenetworkone.com)

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# THENETWORKKONE: WHAT WE DO FOR AGENCIES

thenetworkkone helps independent agencies of all marketing and communications disciplines, to pitch and win assignments from international clients – and manage them successfully.

# KEY FACTS

**01**

The world's largest independent agencies network

**02**

Founded 2003

**03**

Headquarters in London, UK

**04**

1,600 independent agencies in 120 countries worldwide

**05**

Each agency personally visited, evaluated and accredited

**06**

Creative, media, PR and all forms of digital communications

# THENETWORKKONE: THE PEOPLE



**Julian Boulding**  
President



**Alfie Buisson**  
Associate Director



**Anna Poloczek**  
Database Coordinator



**Alice Carr**  
Marketing & Sales Executive



**Maddie Pluck**  
Account Manager

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# WHERE WE ARE:

Afghanistan  
 Albania Algeria  
 Angola  
 Argentina  
 Australia  
 Austria  
 Azerbaijan  
 Bahrain  
 Bangladesh  
 Belgium Benin  
 Bosnia Bolivia  
 Botswana  
 Brazil Bulgaria  
 Cameroon  
 Cambodia  
 Canada Chile  
 China  
 Colombia  
 Costa Rica  
 Croatia  
 Cyprus  
 Czech Republic

DRC (Democratic Republic of the  
 Congo)  
 Denmark Dominican  
 Republic Ecuador  
 El Salvador  
 Egypt Estonia  
 Ethiopia  
 Finland  
 France  
 Georgia  
 Germany  
 Ghana  
 Greece  
 Guatemala  
 Guinea-Bissau  
 Guinea-Conakry  
 Hungary  
 Iceland  
 India  
 Indonesia  
 Iran  
 Iraq  
 Ireland  
 Israel  
 Italy

Ivory Coast  
 Jamaica Japan  
 Jersey Jordan  
 Kazakhstan  
 Kenya Kosovo  
 Kyrgyzstan  
 Kuwait Latvia  
 Lebanon  
 Liberia Libya  
 Lithuania  
 Macedonia  
 Malawi  
 Malaysia Malta  
 Martinique  
 Mauritius  
 Mexico  
 Moldova  
 Mongolia  
 Montenegro  
 Morocco  
 Mozambique

Myanmar  
 Namibia Nepal  
 Netherlands  
 New Zealand  
 Nicaragua  
 Nigeria Norway  
 Oman Panama  
 Pakistan  
 Paraguay Peru  
 Philippines  
 Poland Portugal  
 Puerto Rico  
 Qatar  
 Republic of Congo  
 Romania  
 Rwanda Saudi  
 Arabia Serbia  
 Senegal  
 Singapore  
 Slovakia  
 Slovenia

South Africa  
 South Korea  
 Spain  
 Sri Lanka  
 Sudan Sweden  
 Switzerland  
 Taiwan  
 Tanzania  
 Thailand Togo  
 Trinidad & Tobago  
 Tunisia  
 Turkey  
 Turkmenistan  
 Uganda Ukraine  
 United Arab Emirates United  
 Kingdom  
 United States of America  
 Uruguay  
 Uzbekistan  
 Venezuela  
 Vietnam  
 Yemen  
 Zambia  
 Zimbabwe



# FINDING AND ACCREDITING AGENCIES



What do we need and where



Desk research by market



Meet in person or by Zoom



Agree basic terms of business



Add to our extensive database



# FINDING THE RIGHT PARTNERS FOR YOU



Location



Capabilities



Experience



Role



Availability



Fit

# HELPING AGENCIES WORK TOGETHER



Help with contracts



International  
account directors



Ongoing support

# HOW DO WE GET PAID?

- Transparency is important to us and to you
- We receive a membership fees from agencies who wish to join
- We will receive a referral fee when we successfully introduce new business to your agency
- Our fee is 7% of the net fee or commission income which you receive from the new client, for one year from the date of your first invoice to them
- We host free webinars for independent agencies, but also personalised workshops and events for which we charge, including our annual 'indie Summit' conference
- We undertake bespoke consultancy projects on request



# KNOWLEDGE SHARING, DEVELOPMENT & COMMUNITY

## WEBINAR WEDNESDAYS

**Webinar**

Elevate Your PR Reports:  
Prove Value and  
Drive Smarter Decisions

July 16th, 2025 4PM CET

Brand	Category	Score
Brand A	Category X	100
Brand B	Category Y	85
Brand C	Category Z	92
Brand D	Category W	78
Brand E	Category V	88
Brand F	Category U	95
Brand G	Category T	82
Brand H	Category S	90
Brand I	Category R	87
Brand J	Category Q	93

Search for Placement

## SPECIAL INTEREST GROUPS

- B-Corporations
- Women Owned Agencies
- New Business
- Creative Chiefs
- Healthcare
- Media Buying & Planning



## LEARNING & DEVELOPMENT



## THE /INDIE /SUMMIT

THE INDEPENDENT AGENCIES GLOBAL LEADERSHIP SUMMIT



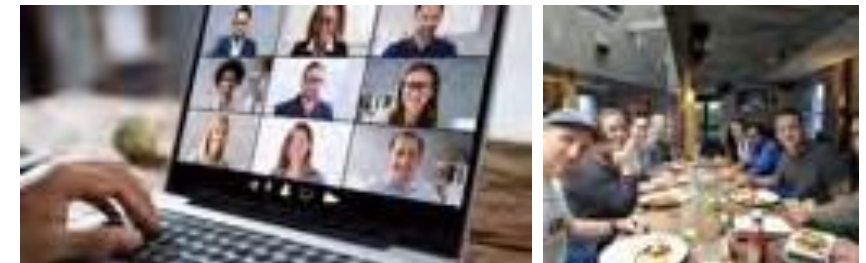
## INDIE AWARDS /2023



## THE /INDIE /FORUM



## INTER-AGENCY STAFF EXCHANGE PROGRAM



# THOUGHT LEADERSHIP

## THE WORLD'S LEADING INDEPENDENT AGENCIES



## TREND REPORTS



## THE CANNES REVIEW



## SPECIAL INTEREST GROUPS:

- B Corps / Sustainable Development
- Women Owned Agencies
- Healthcare Agencies
- CMO's and New Business Directors
- Media Buying and Planning...and more!



# 2026 CALENDAR

- **22nd-26th June:** Indie Forum and Cannes Lions 2026, Cannes, France
- **4th-5th May:** Provoke SABRE North America Awards, NYC
- **13th-14th May:** Mirren Live, NYC
- **19th-20th May:** D&AD, London
- **21st-22nd July:** Ad Age Small Agencies Conference, Los Angeles
- **27th August:** Amplify Marketing Festival, Edinburgh
- **17th September:** Nedbank IMC, Johannesburg
- **23rd-24th September:** DMEXCO, Cologne, Germany
- **12th-13th October:** Golden Drum Festival, Slovenia (Portorož)
- **Autumn 2026, dates to be confirmed:** Athar Festival, Riyadh, Saudi Arabia
- **11th-13th November:** ICCO Global Summit, Milan, Italy
- **2026 - date to be confirmed:** Shanghai International Advertising Festival



# NEW MEMBER CHECK LIST...

- Check out the 'new member resources page'
- [thenetworkone.com/new-members-page/](https://thenetworkone.com/new-members-page/)
- Complete our database form and send us your credentials / work
- Send out a media release, post on your social
- Tell your clients and prospects about your network. Add us to your website and email footers
- Make sure your team know about their network
- Keep us informed about your work and agency life
- Join our free webinars and attend our events
- If in doubt, just ask us – we are here to help
- Follow us on Linked in @thenetworkone


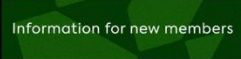


**Welcome to thenetworkone!**

Congratulations on becoming a member of the world's largest network for independent agencies of all disciplines. You are now part of a global network of over 1,600 like-minded and inspiring agencies across 120 countries.

On this page you can find all the resources you need to make the most of your membership but remember, if you have any questions, please give us a call.

**Resources**

Click an image below to download your member resources:

			
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# CASE STUDIES

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# CASE HISTORY: KOLLE REBBE & LUFTHANSA

## OPPORTUNITY

Kolle Rebbe had the opportunity to pitch for Lufthansa's global advertising business.

## SOLUTION

Worked with Kolle Rebbe to build a network of 'hub' agency partners in China, Japan, UAE and USA to co-create and localise work.

## OUTCOME

Kolle Rebbe won the pitch in 2011 and have held and grown the account since. They have adapted the model for other international accounts.



**Kolle Rebbe**



**Lufthansa**

# CASE HISTORY: BRINGING A PITCH TO LIFE. MADE IN ITALY.

## OPPORTUNITY

Milan based agency Changee, had the opportunity to pitch for the 're-launch' of Italy to tourists post pandemic. Needed to show they understood what the global community thought of Italy.

## SOLUTION

Arrange for agencies in 24 countries around the world to record vox-pops in agency, on-street or at home (depending on local lock-downs) to gather people's perceptions of Italy. Then create a 'mood film'.

## OUTCOME

Won the account – then Italy went back into lock-down!



# CASE HISTORY: US HEALTHCARE IN THE MIDDLE EAST.

## OPPORTUNITY

The world famous Cedars Sinai hospital asked Californian based agency, RPA to help them identify and then attract high-net worth patients from Qatar to be treated in the US.

## SOLUTION

Many sensitivities to be taken into account – personal and social. thenetworkone introduce RPA to Doha based agency Brand Empire who are well connected and understand local issues and the healthcare landscape in Qatar.

## OUTCOME

Currently co-creating a locally sensitive campaign for the client.



# CASE HISTORY: STERLING-RICE GROUP & DAMM & BIERBAUM

## OPPORTUNITY

Sterling-Rice Group in the US needed a partner to create the Californian Almond Board's first ad campaign in Germany.

## SOLUTION

Recommended Damm & Bierbaum: a creative agency with digital skills and sector experience.

## OUTCOME

Damm & Bierbaum launched a campaign on TV, social media and print to establish almonds as a modern and light snack.



# CASE HISTORY: CHINA PARTNER FOR METSÄ

## OPPORTUNITY

Finnish agency hasan&partners works with Metsä, an international forest industry group and producer of wood and paper products.

Metsä needed to support their channel in China.

## SOLUTION

Identify specialist B2B partner agencies in Shanghai able to trans-create channel materials supplied from hasan&partners.

## OUTCOME

hasan&partners introduced to Brandigo – a B2B agency that helps brands enter China.



# CASE HISTORY: TOURISM & EVENTS QUEENSLAND

## OPPORTUNITY

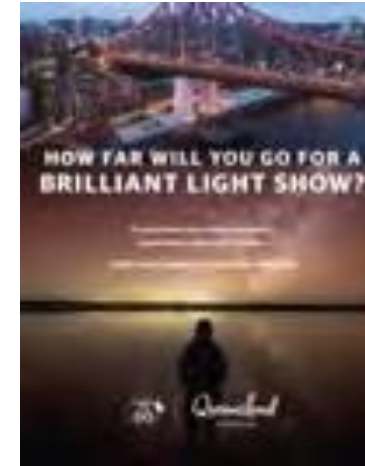
Australia based agency Rumble needed work with local agencies in Spain, LatAm, USA, China, Korea and Japan to win, adapt and create work to promote Queensland during the pandemic.

## SOLUTION

Select agencies with suitable experience, build network and connect all parties.

## OUTCOME

Local partners appointed and working together to adapt centralised campaigns and generate local ones.



# CASE HISTORY: INTERNATIONAL B2B AGENCY PARTNERSHIPS

## OPPORTUNITY

Colorado based agency 90octane needed partners in the UK to service several existing clients.

## SOLUTION

Conduct a review of the UK agency landscape to identify suitable partners that had the right skill and experience and shared 90octane's values.

## OUTCOME

Several partners identified and now working together on client projects. Project scope now extended to include more countries.



90octane

# CASE HISTORY: SMARTS AGENCY & ZALANDO

## OPPORTUNITY

The Smarts Agency was asked by their online retail client zalando, to provide local PR to support for market launches in the Balkan and Baltic regions.

## SOLUTION

As both regions contains multiple but small markets, thenetworkone suggested appointing one hub agency in Estonia and one in Croatia that could provide on the ground support as required.

## OUTCOME

As both regions contains multiple but small markets, thenetworkone suggested appointing one hub agency in Estonia and one in Croatia that could provide on the ground support as required.



# CASE HISTORY: ACHTUNG! & LUFTHANSA – GLOBAL PR NETWORK

## OPPORTUNITY

German based independent agency, Achtung!, wants to pitch for The Lufthansa Group's global PR account.

## SOLUTION

Identify suitable agency partners in 41 markets. Create a bespoke global network pre-pitch.

## OUTCOME

Achtung! is chosen to lead the global PR activities for the Lufthansa Group.



achtung<sup>A</sup>



Lufthansa

# CASE HISTORY: PARMIGIANO REGGIANO

## OPPORTUNITY

Italian agency, Different Global, were asked to pitch for one of the most important Italian food brands - Parmigiano Reggiano cheese.

## SOLUTION

Create a pan-European network with partner agencies in Germany, Switzerland, Spain, France & UK.

## OUTCOME

Different Global, along with their partners, won the pitch for Parmigiano Reggiano.



**PARMIGIANO  
REGGIANO**

# THANK YOU, ANY QUESTIONS?

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