

\Fast Facts



About TBWA

WHAT IS TBWA?

TBWA is The Disruption Company®—a borderless global creative Collective of more than 11,000 people across agencies in over 40 countries. United by our proprietary Disruption® methodology, we help ambitious brands challenge convention, shape culture and unlock a greater share of the future.

WHAT MAKES TBWA DIFFERENT?

TBWA isn't a traditional agency network. We're a global Collective of creative companies, built to think and act with the spirit of independents while delivering through the strength of one connected Collective. Every company is united by a shared believe in Disruption, while bringing its own perspective, culture and specialist expertise.

IS TBWA AN AGENCY NETWORK?

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WHAT IS THE TBWA COLLECTIVE?

The TBWA Collective is home to the world's most diverse creative companies united by Disruption®. It brings together agencies including TBWA\Chiat\Day, adam&eve\TBWA, TBWA\Media Arts Lab, TBWA\HAKUHODO, LOLA\TBWA and TBWA\Hunt\Lascaris, alongside specialist capabilities in design, innovation, cultural intelligence, B2B and experience. Together, the Collective helps clients solve bigger business challenges through connected creativity.

WHY IS TBWA CALLED THE DISRUPTION COMPANY®?

For more than 30 years, Disruption® has been TBWA's proprietary methodology for helping brands identify conventions, challenge them strategically & create new opportunities for growth. It's more than a philosophy—it's the strategic foundation that unites every company across the TBWA Collective.

IS TBWA PART OF OMNICOM?

Yes. TBWA is part of Omnicom, the world's leading marketing and communications ecosystem. Our clients benefit from the disruptive thinking of the TBWA Collective, backed by Omnicom's global scale, specialist capabilities and connected expertise.



IS TBWA AN AWARD-WINNING CREATIVE AGENCY?

Yes. The TBWA Collective is consistently recognised among the world's leading creative organisations. In 2026, TBWA ranked among the top three agency networks at the Cannes Lions International Festival of Creativity. The Collective has also been named one of Fast Company's World's Most Innovative Companies for five consecutive years and Adweek's Global Agency of the Year four times, alongside recognition from the Emmys and many of the industry's leading creative and effectiveness awards.

WHICH BRANDS DOES TBWA WORK WITH?

The TBWA Collective works with many of the world's most ambitious brands, including Apple, adidas, Nissan, Levi's, McDonald's, Hilton, TikTok, Disney+, Gatorade, The GRAMMYS and Tiffany & Co. We help brands challenge convention and unlock growth through Disruption®.



WHAT DOES TBWA STAND FOR?

TBWA was founded in 1970 in Paris, France, by four partners: William G. Tragos (Greek American, Management), Claude Bonnange (French, Marketing), Uli Wiesendanger (Swiss, Creation), and Paolo Ajroldi (Italian, Client Services). Our company's name is derived from the initials of these founders' last names: Tragos, Bonnange, Wiesendanger, Ajroldi. In the 90's, TBWA would expand into a truly global advertising company, and continue to transform into the creative collective it is today.



Disruption®

WHAT IS DISRUPTION®?

Disruption® is TBWA's proven proprietary methodology for helping brands challenge convention & unlock a greater share of the future. By identifying the assumptions holding businesses back & strategically breaking them, Disruption® helps brands create new opportunities for growth, relevance & competitive advantage.

WHY IS DISRUPTION® TRADEMARKED?

The trademark reflects more than 30 years of commitment. Disruption® isn't a campaign line or a passing trend—it's a proprietary methodology developed by TBWA and applied consistently across the Collective to help brands grow through strategic creativity.

WHY DOES DISRUPTION® MATTER TODAY?

We're living through a disrupt-or-die moment. The greatest threat to brands isn't competition—it's convention. As technology, culture and consumer expectations evolve faster than ever, incremental change is rarely enough. Disruption® helps brands anticipate change, challenge accepted thinking and create lasting competitive advantage.

WHAT IS A DISRUPTION DAY®?

A Disruption Day® is TBWA's collaborative strategic workshop designed to identify conventions, uncover white space and create bold new strategic platforms. It brings together clients, strategists & creatives to accelerate decision-making and unlock new opportunities for growth.

WHAT ARE DISRUPTION WORLDS?

Disruption Worlds are connected brand platforms built around one disruptive strategic idea. Rather than creating isolated campaigns, they connect experiences across culture, commerce, content, media, social, PR, innovation and beyond—creating brands that are more consistent, distinctive and impactful.

Capabilities

WHAT IS BACKSLASH?

Backslash is TBWA's cultural intelligence practice. Powered by more than 300 Culture Spotters across 45 countries, it combines strategy, data and journalism to identify emerging cultural shifts before they become mainstream—helping brands anticipate change rather than react to it.

WHAT IS NEXT?

NEXT is TBWA's global innovation practice. It helps brands turn emerging technologies into new products, services and experiences—transforming disruptive thinking into practical opportunities for growth.

WHAT IS DXD?

DXD is TBWA's global design discipline. Through its Design by Disruption philosophy, DXD creates distinctive visual identities, brand systems and experiences that help brands build lasting recognition across every touchpoint.

HOW DOES TBWA USE AI?

TBWA uses AI to enhance creativity, innovation & brand experience—not replace them. Across the Collective, AI is used to accelerate insight, explore new creative possibilities & develop products, services & experiences that create value for clients.

WHAT SERVICES / CAPABILITIES DOES TBWA PROVIDE?

The TBWA Collective boasts connected capabilities across the entire customer journey – including brand strategy, design, innovation, cultural intelligence, experience, production, commerce, social, content, PR, and digital expertise to help brands challenge convention and grow. Every capability is connected through the shared Disruption® methodology.

Key connected capabilities:

\ Audience & Culture

Audience identity (Acxiom RealID – global data spine)
Cultural intelligence (Backlash, Truth Central, NEXT)
Market & GW integrations (YouGov, GW Integrations)
Predictive analytics & decisioning (OMNI AI)

\ Brand Platforms & Experience

Brand platforms & campaign ideas
Content creative & storytelling
GenAI-powered creative development
Content supply chain + production at scale

\ Media, Comms & Activation

Comms planning & channel orchestration
Media planning, buying & optimisation
Global investment management across markets
Retail media & commerce activation (Flywheel capability)

\ Creator & Influence

Comms planning & channel orchestration
Media planning, buying & optimisation
Global investment management
Retail media & commerce activation (Flywheel capability)

\ Commerce & Conversion

Commerce strategy (DTC, retail, marketplaces)
Performance marketing & optimisation
Commerce data signals (linked to media + creative)

Working with **TBWA**

WHAT INDUSTRIES DOES TBWA WORK IN?

The TBWA Collective works across automotive, technology, retail, luxury, healthcare, finance, sport, entertainment, FMCG and many other sectors. Our Disruption® methodology is designed to help ambitious brands challenge conventions in any category.

WHERE DOES TBWA OPERATE?

The TBWA Collective includes more than 11,000 people across agencies in over 40 countries, combining deep local expertise with global collaboration.

HOW DOES THE COLLECTIVE WORK?

The Collective brings together independent creative agencies, specialist disciplines and global expertise around each client challenge. Rather than forcing clients into a fixed agency model, we assemble the right people, capabilities and perspectives to solve the problem.

WHY DO BRANDS CHOOSE TBWA?

Brands choose TBWA because they want more than creative campaigns. They want a partner that can challenge convention, anticipate cultural change and unlock growth through Disruption®. Our combination of independent thinking, connected expertise and global capability helps clients navigate constant change with confidence.

WHAT IS DISRUPTIVE CREATIVITY?

Disruptive creativity goes beyond producing attention-grabbing ideas. It challenges conventions, changes behaviour and creates measurable business impact. At TBWA, disruptive creativity is guided by Disruption®—our methodology for turning bold thinking into sustainable growth.

