

INDIE|TOP 40

AGENCY NEWS

WEIRDOS, MISFITS + UNDERDOGS

Below, you'll find all of the fields needed for your entry/entries.

For Agency Entries:

Agency

This is the name of your independent agency.

PopShorts

Year Founded

2013

Location(s)

Enter your agency's HQ/main location(s) (city, state/province, country).

HQ - Newport Beach, CA

Other Locations

Los Angeles, CA

Austin, Texas

Agency Type/Specialty

Describe your agency's primary focus or specialty.

Influencer Marketing

Size

Enter the current number of employees at your agency.

10

Which best describes your agency? ☐ Weirdo ☐ Misfit ☒ Underdog ☐ Other:

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The Rule Breakers

What industry norms does your agency deliberately break? What makes you proudly "not like the others"?

Transactional "pay-for-post" deals are the industry norm; we shattered that model. PopShorts treats creators as strategic creative partners, crafting campaigns around contextual alignment instead of impressions alone. Success is measured in storytelling impact and business lift, not just CPM. Our under-the-hood data stack maps creator brand fit down to content frames and sentiment, letting us out-perform budgets many times our size.

The Culture Code

What unique process, philosophy, or vibe could only exist because you're independent?

Independence lets us blur every silo: strategists, data nerds, and creators jam together for every single piece of content we produce. The wildest ideas get green-lit, prototyped, and launched. No hierarchies, no holding-company sign-offs. Just rapid creativity fueled by transparent feedback, Twitch-style war rooms, and a Slack channel where newest all parties can critique the even the most veteran staff members.

The Proof

Show us what independence has allowed you to accomplish that wouldn't be possible elsewhere.

Because we answer only to our ideas, we green-lit “Play By The Rules” in a weeks notice. An influencer-driven, cross-platform activation that won ThinkLA’s Campaign of the Year against every traditional media format and budget class, then swept Webby, Shorty, Clio, One Show, and Streamy Award honors. Independence let us move first, move fast, and beat behemoths twenty times our spend.

The Origin Story (Optional)

What sparked your agency's creation? Was there a defining moment that set you on the indie path?

PopShorts was born in the six-second world of Vine. We saw creators forging the most authentic bridge between audiences and brands—and legacy agencies missing the moment. So we built a shop where creator-first storytelling wasn’t an add-on; it was the whole game.

The Fight Club (Optional)

What’s been your biggest challenge as an independent, and how did you overcome it?

Our biggest battle: cash-flowing campaigns. Creators need to be paid up-front; Fortune-500 clients often pay Net 60. Rather than slow growth, we secured flexible lines of credit, automated AR forecasting, and cultivated a “rainy-day runway” culture. The discipline kept us independent, and profitable, through every growth spurt.

The Future Vision (Optional)

How do you see independence evolving in our industry, and what role will your agency play in that future?

We're building an AI engine that listens to every frame and transcript across 40K+ top creators surfacing "micro-mentions" of brands that traditional tools miss. Independence will keep us nimble enough to ship it first, redefining how brands discover partnerships and setting the next standard for indie ingenuity.