

## OMNICOM NEW ZEALAND

<p><b>Omnicom Media Group New Zealand Limited</b> <i>(Jointly owned by DDB Group and Clemenger Group)</i></p> <ul style="list-style-type: none"> <li>OMD Group (media) <ul style="list-style-type: none"> <li>OMD New Zealand</li> <li>Fuse Network</li> <li>Total Media</li> <li>Dynamo Media</li> </ul> </li> <li>Hearts &amp; Science New Zealand</li> <li>PHD Group (media) <ul style="list-style-type: none"> <li>PHD Network</li> <li>Drum Network</li> <li>Rocket Network</li> </ul> </li> <li>Resolution New Zealand</li> </ul>	<p><b>TBWA\ Group New Zealand</b> <i>82% Omnicom-owned, 18% local shareholding</i></p> <ul style="list-style-type: none"> <li>TBWA\ (brand, comms, digital, social, design)</li> <li>Eleven (PR, events, social, influencer marketing)</li> <li>TBWA\Make (product design, owned properties, experiences)</li> <li>Design By Disruption (brand strategy, design, packaging)</li> <li>Digital Arts Network (experiences consultancy, design, UX, CX, service design, tech)</li> <li>DAN MAKE (e-commerce, website and app utility, mobile, IOT, digital comms)</li> <li>BOLT (AV production and post-production)</li> </ul>
<p><b>Clemenger Group New Zealand</b> <i>(74% Omnicom-owned via BBDO, 26% owned by staff)</i></p> <ul style="list-style-type: none"> <li>Colenso BBDO (creative, integrated)</li> <li>Clemenger BBDO Wellington (creative, integrated)</li> <li>99 (creative, integrated)</li> <li>JustONE (CRM, loyalty marketing)</li> <li>Raydar (shopper activation)</li> <li>BrandWorld (creative, integrated)</li> <li>Perceptive (insights)</li> <li>Porter Novelli (PR)</li> <li>Levo (digital)</li> <li>Creative Activation (retail activation)</li> <li>GRC Partners (public affairs and strategic comms)</li> </ul>	<p><b>DDB Group Aotearoa</b> <i>(84% Omnicom owned, 16% local shareholding)</i></p> <ul style="list-style-type: none"> <li>DDB (brand, comms, digital, social, design)</li> <li>TRACK (Customer, data, tech, CX)</li> <li>Mango (PR, events, influencer marketing)</li> <li>Tribal (e-commerce, website and app utility, digital comms)</li> <li>Interbrand (brand strategy, design)</li> </ul>
<p><b>Publicis Groupe New Zealand</b></p> <ul style="list-style-type: none"> <li>Saatchi &amp; Saatchi (full-service creative)</li> <li>Starcom (full-service media)</li> <li>Zenith (full-service media)</li> <li>Performics (performance media, SEM, SEO)</li> <li>MBM (media, data and insights, marketing and ad platform sales and service)</li> <li>MSL (full-service PR and integrated comms agency)</li> <li>Breakout Room (creative content agency)</li> <li>Frontside (creative content agency)</li> </ul>	

## WPP AUNZ

<ul style="list-style-type: none"> <li>VMLY&amp;R (full-service)</li> <li>Ogilvy (full-service)</li> <li>The Brand Agency (specialist brand agency)</li> <li>Wunderman Thompson (creative, integrated comms) <ul style="list-style-type: none"> <li>Copper Brand Experiences (experiential)</li> </ul> </li> <li>AKQA (digital and e-commerce)</li> <li>Burson Cohn &amp; Wolfe (PR)</li> <li>Designworks (brand consulting, experiences and design)</li> </ul>	<p><b>GroupM (media)</b></p> <ul style="list-style-type: none"> <li>MediaCom</li> <li>Mindshare</li> <li>Wavemaker</li> <li>Ikon Communications</li> </ul>
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## dentsu NEW ZEALAND

<ul style="list-style-type: none"> <li>dentsu New Zealand <ul style="list-style-type: none"> <li>Creative (including dentsu international brands dentsuMB and Isobar)</li> <li>Media (including dentsu international brands Carat and iProspect)</li> </ul> </li> <li>Davanti – a Merkle Company (customer experience management)</li> </ul>
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## INTERPUBLIC GROUP

<ul style="list-style-type: none"> <li>FCB New Zealand (integrated)</li> <li>Jalapeno (integrated)</li> <li>FCB Media (integrated)</li> <li>UM (media)</li> <li>Initiative (media)</li> </ul>
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# NEW ZEALAND MARKETING MAP OF ADLAND

PRESENTED BY



MARCH/APRIL 2021

## INDEPENDENT AGENCIES

<ul style="list-style-type: none"> <li>Aamplify Partners</li> <li>Accenture Interactive</li> <li>Acquire Custom Programmatic</li> <li>AD2ONE New Zealand</li> <li>Adcelerate</li> <li>Advertising House</li> <li>Adworx Media Independent</li> <li>Alexanders Digital Marketing</li> <li>Alphero</li> <li>Artikel &amp; Swint</li> <li><b>Assemble Augusto</b></li> <li>Badger Communications</li> <li>BCG2</li> <li>Better Marketing</li> <li>Bettle &amp; Associates</li> <li>BeyondD</li> <li>Big Splash</li> <li>Blackfoot</li> <li>Bloodhound Media</li> <li>Born Digital</li> <li>BrandAid</li> <li>Brand Assist</li> <li>Brandpartners</li> <li>Brave Media</li> <li>Bright Black</li> <li>Bright Sunday (4PI)</li> <li>Bullseye Media &amp; Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Critical Mass Communications</li> <li>Cucumber</li> <li>Culture &amp; Theory</li> <li>Customer Radar</li> <li>Davy &amp; Chapman</li> <li>Digital Purpose</li> <li>Digital Squad</li> <li>Directions Advertising</li> <li>Dot Loves Data</li> <li>Doubledot Media</li> <li>Doyle Dane Bernbach</li> <li>E2 Digital</li> <li><b>EightyOne</b></li> <li>— EightyOneX</li> <li>Electric Blue</li> <li>Eleven</li> <li>Energi</li> <li>— Aruga (PR)</li> <li>Engage</li> <li>Engaging Partners</li> <li>Established Group</li> <li>Evergrow</li> <li>Feast Creative</li> <li><b>Federation</b></li> <li>— The Lab</li> <li>Firey</li> <li>Flame Communications</li> <li>Flight Digital</li> <li>Fuel Advertising</li> <li>Fuse Creative</li> <li>Future State Consulting/D3</li> <li>Gladeye</li> <li><b>GSL Promotus</b></li> <li>Harvey   Cameron Advertising</li> <li>Hello</li> <li>HiHo</li> <li>Hunch</li> <li>Hunter</li> <li>Hype &amp; Dexter</li> </ul>	<ul style="list-style-type: none"> <li>Hypergiant</li> <li>iamDigital</li> <li>Iconomy Group</li> <li>Ideation Agency</li> <li>Imagic</li> <li>Journey Digital</li> <li>JungleGym</li> <li>KBR Digital</li> <li>Kin Creative</li> <li><b>KingSt Advertising</b></li> <li>Krunch</li> <li>Latch Digital (NZ)</li> <li>Lassoo</li> <li>Legend</li> <li>Lemonade Design</li> <li>Luxon Advertising</li> <li>Many Hats</li> <li>Marker</li> <li>Marketing Impact</li> <li>Marque Creative</li> <li>Marx Design</li> <li>Maverick Digital</li> <li>Media Co</li> <li>MediaStone</li> <li><b>Method Media</b></li> <li>MetroEXP</li> <li>Mi Business</li> <li>Milk</li> <li>Monsoon Creative</li> <li>Movida</li> <li>Nero Motion</li> <li>Nimbus Advertising</li> <li>OPEN</li> <li>Onfire Design</li> <li>Orchid Web Design</li> <li>Overdose</li> </ul>	<ul style="list-style-type: none"> <li>PANMedia and Advertising</li> <li>Penso</li> <li>Performance Media</li> <li>Phantom</li> <li><b>Pitchblack Partners</b></li> <li>Plato Creative</li> <li>Principals</li> <li>Publica</li> <li>Q Brand Builders</li> <li><b>Rainger &amp; Rolfe</b></li> <li>Rainmakers Media and Advertising</li> <li>Ramp</li> <li>Rapport Group</li> <li><b>RESN</b></li> <li>Richards Partners</li> <li>Roam Creative</li> <li>Rush Digital</li> <li>Salted Herring</li> <li>Scroll Media</li> <li>Search Republic</li> <li>Seven</li> <li>Sharpening</li> <li>SilverStripe</li> <li>Skinny Marketing</li> <li>Snapdragon Media</li> <li>Sneakers Media</li> <li>Society</li> <li>Sons &amp; Co</li> <li><b>Special Group</b></li> <li>Spite Creative</li> <li>Sprocket Digital</li> <li><b>Stanley St</b></li> <li>Hyper Media</li> <li>Culture</li> <li>Rutherford</li> <li>School Road Publishing</li> <li>Stitch</li> <li><b>Strategy Creative</b></li> <li>— NV Interactive</li> <li>Sush Mobile</li> </ul>	<ul style="list-style-type: none"> <li>Tailor</li> <li>Tenfold Creative</li> <li>Terabyte</li> <li>The Brand Agency</li> <li>The Digital Agency</li> <li>The Enthusiasts</li> <li>The Goat Farm</li> <li>The Lime Agency</li> <li>The Recipe</li> <li>The Space In Between</li> <li>The Web Guys NZ</li> <li>This Side Up</li> <li>Tilt Digital</li> <li>TimeZoneOne</li> <li><b>Together</b></li> <li>Tomahawk</li> <li>Tracta</li> <li>Tribal Worldwide NZ</li> <li>Tricky</li> <li><b>True</b></li> <li>Twenty CX</li> <li>Union Digital</li> <li>Uprise Digital</li> <li>Verdict Communications</li> <li>Versa</li> <li>Voice Brand Agency</li> <li>Watson Collective</li> <li>Wave Agency</li> <li>We Are Frank</li> <li>Web Antler</li> <li>WhiteHats</li> <li>Woods Creative</li> <li>Work Communications</li> <li>Wove</li> <li>Wrestler</li> <li>Yellow Pencil Brand</li> <li><b>YoungShand</b></li> <li>Zeald</li> <li>Zoo Creative</li> </ul>
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