

## OMNICOM NEW ZEALAND

### Omnicom Media Group New Zealand Limited *(Jointly owned by DDB Group and Clemenger Group)*

- OMD Group
  - OMD New Zealand (media)
  - Fuse Network
  - Dynamo Media (media)
- The Social Agency
- Hearts & Science New Zealand (media)
- PHD Group
  - PHD Network (media)
  - Drum Network
  - Rocket Network (media)
- Resolution New Zealand

### Clemenger Group New Zealand *(74% Omnicom-owned via BBDO, 26% owned by staff)*

- Colenso BBDO (creative, integrated)
- Clemenger BBDO Wellington (creative, integrated)
- Proximity NZ
- Raydar (shopper activation)
- BrandWorld (creative, integrated)
- Perceptive (insights)
- Porter Novelli (PR)
- Levo (digital)
- Creative Activation (retail activation)
- GRC Partners (public affairs and strategic comms)

## INTERPUBLIC GROUP

- FCB New Zealand (integrated)
- Jalapeño (integrated)
- FCB Media (integrated)
- UM (media)
- Initiative (media)

### TBWA\ Group New Zealand *82% Omnicom-owned, 18% local shareholding*

- TBWA\ (brand, comms, digital, social, design)
- Eleven (PR, events, social, influencer marketing)
- TBWA\Make (product design, owned properties, experiences)
- Design By Disruption (brand strategy, design, packaging)
- Digital Arts Network (experiences consultancy, design, UX, CX, service design, tech)
- DAN MAKE (e-commerce, website and app utility, mobile, IOT, digital comms)
- BOLT (AV production and post-production)

### DDB Group Aotearoa *(84% Omnicom owned, 16% local shareholding)*

- DDB (brand, comms, digital, social, design, shopper)
- TRACK (customer, data, tech, CX, loyalty)
- Mango (PR, events, social, influencer marketing)
- Tribal (e-commerce, website and app utility, mobile digital comms)
- Interbrand (brand strategy, design)

## PUBLICIS GROUPE NEW ZEALAND

- Saatchi & Saatchi (full-service creative)
- MBM (media, data and insights, marketing and ad platform sales, services)
- Spark Foundry (full-service media, data, analytics)
- Starcom (full-service media, data, analytics)
- Zenith (full-service media, data, analytics)
- Performics (performance media, SEM, SEO)
- MSL (full-service PR, integrated comms)
- Breakout Room (content)
- Digitas (full-service digital, data-driven customer experience)
- Publicis.Sapient (digital business transformation)

## WPP AUNZ

- VMLY&R (full-service)
- Ogilvy Network New Zealand
  - Ogilvy (full-service)
  - Designworks (brand consulting, experiences, design)
  - Copper Brand Experiences (experiential, events, shopper)
- The Brand Agency (specialist brand agency)
- Wunderman Thompson (creative, integrated comms)
- AKQA (digital, e-commerce)
- Burson Cohn & Wolfe (PR)

### GroupM (media)

- MediaCom
- Mindshare
- Wavemaker
- Ikon Communications

## dentsu NEW ZEALAND

- dentsu New Zealand
  - Creative (including dentsu international brands dentsuMB and Isobar)
  - Media (including dentsu international brands Carat and iProspect)
- Davanti – a Merkle Company (customer experience management)

## ACCENTURE INTERACTIVE

- The Monkeys Aotearoa (full-service)
- Fjord (full-service)

## DELOITTE DIGITAL NEW ZEALAND

- Deloitte Creative (full-service)
- Customer Strategy & Applied Design (digital transformation strategy, customer research, future state CX design, UX strategy and design)
- Digital XP Delivery (tech strategy and transformation, creative martech strategy, e-commerce, SAP, Oracle, AWS, Salesforce, ServiceNow, Cyber, AI, data, analytics, interaction design)
- Digital Forge (ventures, rapid prototyping, new product and service design)

# NEW ZEALAND MARKETING Map of ADLAND 2022

PRESENTED BY



MARCH/APRIL 2022

## INDEPENDENT AGENCIES

- 3WhiteHats
- Aamplify Partners
- Acquire Custom Programmatic
- AD2ONE New Zealand
- Adcelerate
- Advertising House
- Adworx Media Independent
- AKIN
- AKQA
- Alt Group
- Alexanders Digital Marketing
- Alphero
- Artikel & Swint
- Assembly
- Augusto

- Badger Communications
- Bastion Shine
- BCG2
- Better Marketing
- BeyondD
- Big Splash
- Billie Media
- Blackdog Design
- Blackfoot
- Bloodhound Media
- Born Digital
- BrandAid
- Brand Assist
- Brandpartners
- Brave Media
- Bright Black
- Bright Sunday (4PI)
- Bullseye Media & Marketing

- Calibrate Digital Marketing
- Calibre & Candor
- Cartology
- Catch Design
- Central Station
- Charm
- Chemistry
- Chrometoaster
- Click Suite
- Contagion
- Controlroom
- Coordination Advertising

- Crave Global
- Creative Advertising
- Creative Content
- AD2ONE New Zealand
- Creature
- Critical Mass Communications
- Cucumber
- Culture & Theory
- Customer Radar
- Davy & Chapman
- Dave Clark Design
- Designworks
- Dick & Jane
- Digital Purpose
- Digital Squad
- Directions Advertising
- Dot Loves Data
- Dow Goodfolk
- Doubledot Media
- DNA Design
- E2 Digital
- EightyOne
  - EightyOneX
- Electric Blue
- Eleven
- Energi
  - Aruga (PR)
- Engage
- Engaging Partners
- Established Group
- Evergrow
- Farrimond
- Feast Creative
- Federation
  - The Lab
- Firey
- Flame Communications
- Flight Digital
- Fuel Advertising
- Fuse Creative
- Future State
- Consulting/D3
- Gladeye
- Great North
- GSL Promotus

- Harvey Cameron
- Hello
- HiHo
- Hunch
- Hunter
- Hype & Dexter
- Hypergiant
- iamDigital
- Iceberg
- Iconomy Group
- Ideation Agency
- Imagic
- Insight Creative
- Journey Digital
- JungleGym
- KBR Digital
- Kin Creative
- KingSt Advertising
- Krunch

- Latch Digital (NZ)
- Lassoo Media | PR
- Legend
- Lemonade Design
- Luxon Advertising
- Many Hats
- Marker
- Marketing Impact
- Marque Creative
- Marx Design
- Maverick Digital
- MediaStone
- Method Media
- MetroEXP
- Mi Business
- Milk
- Monsoon Creative
- Movida
- Motion Sickness
- Nero Motion
- Nimbus Advertising
- NV Interactive
- OPEN
- Onfire Design
- Orchid Web Design

- Overdose
- PANMedia and Advertising
- Penso
- Performance Media
- Pitchblack Partners
- Plato Creative
- Principals
- Publica
- Q Brand Builders
- QuantumJump
- Rainger & Rolfe
- Rainmakers Media & Advertising
- Ramp
- Rapport Group
- Republik
- Redcactus Design
- RESN
- Richards Partners
- Roam Creative
- RUN
- Rush Digital
- Salt Design
- Salted Herrin
- Saturday
- Scroll Media
- Seachange Studio
- Search Republic
- Seven
- Sharpening
- SilverStripe
- Skinny Marketing
- Snapdragon Media
- Sneakers Media
- Society
- Sons & Co
- Special New Zealand
  - Special PR
- Spire Creative
- Sprocket Digital
- Stitch
- Strategy Creative
- Studio South
- Tailor
- Tenfold Creative
- Terabyte

- The Brand Agency
- The Business
- The Digital Agency
- The Enthusiasts
- The Goat Farm
- The Lime Agency
- The Recipe
- The Space In Between
- The Web Guys NZ
- This Side Up
- ThoughtFull
- Tilt Digital
- TimeZoneOne
- Together
- Tomahawk
- Tracta
- Tribal Worldwide NZ
- Tricky
- True
- Twenty CX
- Uprise Digital
- Verdict Communications
- Versa
- Voice Brand Agency
- Waitapu Group
  - Stanley St
    - Culture
    - Rutherford
    - Tātou
    - Hyper
    - Wisely
  - School Road Publishing
- Wave Agency
- We Are Frank
- Web Antler
- Wonderlab
- Woods Creative
- Work Communications
- Wove
- Wrestler
- Yellow Pencil Brand
- YoungShand
- Zeald
- Zoo Creative