

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)
 - OMG Sport
 - The Social Agency Limited
 - Hearts & Science New Zealand (media)
 - Shape Network
 - PHD Group
 - PHD Network (media)
 - Drum Network
 - Rocket Network (media)
 - TRKKN NZ Limited
 - Transact
- Clemenger Group New Zealand** (74% Omnicom-owned via BBDO, 26% owned by staff)
 - Clemenger BBDO Wellington (creative, integrated)
 - Proximity NZ
 - Raydar (shopper activation)
 - BrandWorld (creative, integrated)
 - Perceptive (insights)
 - GRC Partners + Porter Novelli (PR, public affairs and strategic comms)
 - Levo (digital)
 - Creative Activation (retail activation)

INTERPUBLIC GROUP

- FCB New Zealand (integrated)
- FCB Media (integrated)
- UM (media)
- Initiative (media)
- FCB/SIX

- TBWA Group New Zealand** (82% Omnicom-owned, 18% local shareholding)
 - TBWA\ (brand, comms, digital, social, design)
 - Eleven (PR, events, social, influencer marketing)
 - Design By Disruption (brand strategy, design, packaging)
 - Digital Arts Network (experiences consultancy, design, UX, CX, service design, tech, 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, creative, digital, social, design, shopper)
 - TRACK (customer, direct, data, tech, loyalty)
 - Mango (PR, events, social, influencer)
 - Tribal (e-commerce, website, app, mobile, UX, CX)
 - 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 NZ

- Creative**
 - VMLY&R (full-service)
 - VMLY&R Commerce (creative commerce)
 - Ogilvy (full-service)
 - Ogilvy PR
 - Ogilvy Health (health communications)
 - Designworks
 - Bowerhouse Digital (marketing technology)
 - Copper (brand experience)
 - The Brand Power Company (third-party advertising)
 - Wunderman Thompson (creative, business transformation)
 - AKQA (digital, experiential)
 - whiteGREY (full service)
- PR & Specialist**
 - BCW (PR)
 - H+K Strategies (PR)
 - Landor & Fitch (design)
 - Hogarth (production, experience)
 - WPP Government Practice (government and policy communications)

- Media**
 - GroupM
 - Mindshare
 - Wavemaker
 - EssenceMediacom

DENTSU AOTEAROA

- dentsu Aotearoa
 - Dentsu Creative
 - Dentsu Media
- Merkle, a dentsu company (customer experience management)

ACCENTURE SONG

- The Monkeys Aotearoa (full-service)
- fiftyfive5
- Growth and Product Innovation
- Marketing
- Commerce
- Sales and 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)

BASTION SHINE

THINKERBELL AOTEAROA

NEW ZEALAND MARKETING MAP OF ADLAND 2023

Presented by

SCG Media

March/April 2023

INDEPENDENT AGENCIES

- 3 WhiteHats
- Aamplify Partners
- Acquire Custom Programmatic
- Acumen Republic
- AD2ONE New Zealand
- Adcelerate
- Advertising House
- Adworx Media Independent
- Agrarian Rural Marketing
- AKIN
- AKQA
- Alex & Matt Creative
- Alexanders Digital Marketing
- Alphero
- Alt Group
- AM:PM Marketing Ltd
- Amplifier
- AO Studios
- Apolinar Group
- Art & Industry
- Artikel & Swint
- Assembly
- Attain
- Augusto
- Badger Communications
- Bananaworks Communications
- BBT Digital
- BCG2
- Better Marketing
- BeyondD
- Big Communications
- Big Splash
- Billie Media
- Black
- Blackdog Design
- Blackfoot
- Bloodhound Media
- Born Digital
- Brand Assist
- Brand Magic
- BrandAid
- Brandpartners
- Brave Digital
- Bright Black
- Bright Street Studio
- Bright Sunday (4PI)
- BTL Agency
- Buffalo Creative
- Bullseye Media & Marketing
- Calibrate Digital Marketing
- Calibre & Candor
- Cartology
- Catch Design
- Catchi Limited
- Central Station
- Chameleon Partners
- Charm
- Cheil New Zealand
- Chemistry Interaction
- Choir
- Chrometoaster
- Click Suite
- Conductor NZ
- Consulting/D3
- Contagion
- Control Room
- Conversion Marketing
- Coordination Advertising
- Crave Global
- Creative Advertising
- Creative Content
- Creative Marketing
- Creature
- Critical Mass Communications
- Cucumber Limited
- Customer Radar
- Dave Clark Design
- Davy & Chapman
- Designworks
- Dick & Jane
- Digital Purpose
- Digital Squad
- Directions Advertising Ltd
- DNA Design
- Dot Loves Data
- Doubledot Media
- DoubleFish
- Dow Goodfolk
- E2 Digital
- EightyOne
- EightyOneX
- Electric Art Advertising
- Electric Blue
- Eleven PR
- Energi
- Engage (PR)
- Engage
- Engaging Partners
- Essence - The Health Agency
- Established Group
- Evergrow
- Farrimond
- Feast Creative
- Federation
- The Lab
- Firefly
- FizzyPop NZ
- Flame Communications
- Flight Digital
- Forge Group
- Fuel Agency
- Fuse Creative
- Future State
- Ghost Partners New Zealand
- Gladeye
- Great North
- Greenhouse NZ
- Harper Digital
- Harvey | Cameron Advertising
- Havas New Zealand
- Hearts & Science
- Hello Digital
- Hello Limited
- Hemisphere
- HiHo
- Hot Mustard
- Hubbub
- Hunch
- Hunter
- Hype & Dexter
- Hypergiant
- iam Digital
- Iceberg
- Ideation Agency
- Imagic
- Insight Creative
- Isobar New Zealand
- Journey Digital

YOU'LL BE SURPRISED WHAT WE'RE BEHIND



FARMLANDS RELAUNCH CONTENT STRATEGY

Farmlands Co-operative is the largest buying group of its kind in New Zealand, helping farmers get better deals through its nationwide network of stores and Farmlands Card Partners. They came to SCG for help revamping its shareholder magazine, The Farmlander, following feedback from farmers that many were not engaging with it.

Before connecting with SCG, Farmlands had been producing the magazine in-house monthly, with much of it being filled with supplied content. SCG took over the magazine's production, identified key audiences, and created a strategy based on specific content pillars.

SCG worked closely with the Farmlands team to relaunch the magazine, now known simply as Farmlander. Fundamental changes included upping its

size and production values and switching from a monthly to a quarterly schedule, allowing for a seasonal focus, better planning, and more useful information for farmers and growers.

SCG utilises its team of in-house writers and photographers to create engaging and relevant content for every issue, including profiles of Farmlands shareholders, features on essential subjects, handy how-to guides with expert advice, and even a recipe page.

The revamped Farmlander has received positive reviews from readers, who enjoy the wide variety of stories and the updated design. Crucial to this success has been the close working relationship between the SCG team and their Farmlands colleagues, ensuring content is relevant to readers and Farmlands' commercial and brand objectives.

Farmlander Issue #2

Content strategy and development, concept development, design and more

FARMLANDER

AUTUMN 2023



Living the high life Sustainability in the high-country | Rise and vine Kiwifruit growers prepare and reflect



NEW ZEALAND MARKETING

MAP OF ADLAND 2023

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March/April 2023

INDEPENDENT AGENCIES

— Jumping Fox Interactive	— OPEN	— Search Republic	— Tomahawk
— JungleGym	— Orchid Web Design	— Seven	— Tommi
— KBR Digital	— Overdose	— Shopper Lens	— Tosco Communications
— Kindred Agency	— PANMedia & Advertising	— Shotover Media	— Touch Advertising
— King St. Advertising	— Partisan Advertising	— SilverStripe	— TRACK Aotearoa
— Krunch	— Penso	— Skinny Marketing	— Tracta
— Lasso Media PR	— Performance Media	— Snapdragon Media	— Traverse
— Latch Digital (NZ)	— Phantom	— Sneakers Media	— Tribal Worldwide NZ
— Legend	— PHQ AKL	— Sociallike Media Ltd	— Tricky
— Lemonade Design	— Pilot	— Society	— True NZ
— LEVO Digital	— Pitchblack Partners	— Somar Digital	— Tuskany
— Libby & Ben	— Platform29	— Some Damn Agency	— Twenty CX
— Logan Brooke	— Plato Creative	— Sons & Co	— Unbound
— Communications	— Principals	— Special New Zealand	— Uprise Digital
— Luxon Advertising	— Procreation Limited	— Special PR	— Verdict
— Magnum Advertising & Design	— Psychoactive Studios	— Spitfire	— Communications Ltd
— Mahi Tahī Media	— Publica	— Sprocket Digital	— Versa
— Many Hats	— PublicEye Advertising	— Stitch	— Voice Brand Agency
— Many Minds	— PumpT Advertising	— Strategy	— Waitapu Group
— Mark Creative	— Punch Advertising	— Studio Nash	— Stanley Street
— Marker	— Q Brand Builders	— Studio South	— Culture
— Marketing Impact Ltd	— Quantum Jump	— Suburban Creative	— Rutherford
— Marque Creative	— R26.	— S+P	— Tātou
— Marx Design	— Rainger & Rolfe	— Tailor	— Hyper
— Maverick Digital	— Rainmakers Media	— Tenfold Creative	— Wisely
— Mechanic Group	— Ramp	— Terabyte Interactive	— School Road Publishing
— MediaStone	— Rapport Group	— The Brand Agency	— Wave Agency
— Method (NZ)	— Reason	— The Brandery	— We Are Frank
— MetroEXP	— Redcactus Design	— The Business	— Web Antler
— Mi Business	— Republik	— The Digital Agency	— Web Cartel
— Milk	— RESN	— The Enthusiasts	— Wellcom Worldwide
— Misterwolf Creative Services	— Richards Partners	— The Family	— Wonderlab
— Monsoon Creative	— Right Hand Man	— The Goat Farm	— Woods Creative
— Motion Sickness	— Roam Creative Ltd	— The Grace Agency	— Work Communications
— Movida	— Roycroft Brown	— The Lime Agency	— Wove Limited
— Multiplied	— RUN	— The Neighbourhood	— Wrestler
— Neonlogic	— Running with Scissors	— The Recipe	— Yellow Pencil Brand
— Nero Motion	— RUSH	— The Space In Between	— Sharpening
— Nimbus Advertising	— Salt Design	— The Web Guys NZ	— YMB
— NV Interactive	— Salted Herring	— This Side Up	— YoungShand
— Onfire Design	— Saturday	— Thoughtful	— Zeald
	— Scott & Partners	— Three Wise Monkeys	— Zoo Creative
	— Scroll Media	— Tilt Digital	
	— Seachange Studio	— TimeZoneOne	
		— Together	

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