

Independent collectives & collaboratives

ATTIVO GROUP

- Harvey Cameron *Full-service (IMANZ)*
- Farrimond Shopper marketing *(IMANZ)*
- Mediahub Media, *IPG partnership*
- Rainmakers Media *(IMANZ)*
- Tonic PR, social, events, activation
- Gorilla Video production

BASTION SHINE

- Bastion Creative
- Bastion Amplify PR, social
- Bastion Design Brand, design
- Bastion Digital Digital enablement and performance
- Bastion Make Production

CHEMISTRY

- Chemistry Brand response specialists
- Chemistry Media *Full-service media*
- Chemistry Social Bespoke social capability
- MetroEXP Production, events, activations

CONTAGION

- Brand strategy, creative, digital marketing, design, websites, B2B marketing
- Contagion Media *(IMANZ)*

EIGHTYONE

- EightyOneBC Behaviour
- EightyOneX Sport
- EightyOneM Media *(IMANZ)*
- DOT Loves Data

FEDERATION

- Federation Creative, full-service
- Federation: Impact Brand and purpose consultancy

MAHI TAHI MEDIA

- Creative, video production, marketing, digital and social media, interweaving kaupapa Māori and contemporary culture

MOTION SICKNESS

- Strategy, creative, design, production, media

MULTIPLIED

- Multiplied Creative *Full-service*
- Twenty4 Brand experience
- Fox Customer research

PITCHBLACK PARTNERS

- Strategy, creative, design, social, retail
- Jetblack Productions *Full-service*

RAINER & ROLFE

- Retail, digital

SPECIAL GROUP

- Special Aotea *Culturally led rōpū*
- Special PR
- Special Design

THINKERBELL.

- Creative, brand strategy, design, earned and activation, websites, influencer and social, B2B marketing, digital

WAITAPU GROUP

- Stanley St *Full-service creative, media*
- Culture Digital, social media
- Hyper Retail marketing, media
- Film Three Sixty Content production
- School Rd Publishing
- Magnetic Data, tech
- Tātou Cultural

WOODS

- Brand, design, packaging, advertising, digital, motion

YOUNGSHAND

- Strategy, creative, film, design
- Youngshand Media *(IMANZ)*

Independent, full-service creative & media agencies

CREATIVE

- Art & Industry
- Artikel & Swint
- Attain B2B
- Bananaworks *Cultural/Chinese*
- BCG2
- Bettel and Associates *(IMANZ)*
- Black
- Blackfoot
- Brand IQ
- Bright Sunday *Cultural/Māori, Pacific*
- Calibre & Candor
- Charm
- Darkhorse
- Fuel Agency *(IMANZ)*
- Good Gravy
- Hello
- Hemisphere *(IMANZ)*
- Hot Mustard *(plus digital)*
- Hunch Strategic, communications
- Insiders Retail, in-house
- Insight Creative
- Intrsct *(plus design)*
- Kindred
- King St Advertising *(IMANZ)*
- Magnum
- Many Minds *Digital content*
- Max Marketing
- Misterwolf
- Multiplied
- Mura *Cultural/Māori capability*
- Not Another™
- Pead *(plus PR)*
- PHQ AKLD
- Platform29
- Plato
- Quantum Jump *Loyalty*
- Quest Marketing

REASON (plus digital)

- Redfire Design
- Remade
- RUN *Cultural/Māori, design*
- RX Group *Retail strategy, marketing practice*
- Spruik
- String Theory
- Sugar & Partners
- Superbold
- Tenfold Creative
- The Enthusiasts
- The Goat Farm
- Thompson Spencer *(IMANZ)*
- ThoughtFull
- Tomahawk Tourism Marketing
- These Guys I Know
- Tracta *(IMANZ)*
- Tried & True Design
- True
- Walsh & Beck
- Wave Agency
- Whare Creative *Cultural/te ao Māori*
- Werk
- Wrestler
- Yarn

SHOPPER MARKETING

- BTL Engage *Shopper marketing*
- Energi *Shopper marketing, PR*

MEDIA

- Bespoke Media *(IMANZ)*
- Billie *OOH media, plus creative*
- Bullseye Media & Marketing
- Calibre & Candor *(IMANZ)*
- Conductor *(IMANZ)*
- D3 *(IMANZ)*
- Free Range Media
- GI Media *(IMANZ)*
- Hanton & Co *(IMANZ)*
- HTMG *(plus digital) (IMANZ)*
- Independent Media NZ *Media, digital (IMANZ)*
- Lasso Media *(IMANZ)*
- Mediastone *(IMANZ)*
- Momentum Group NZ *Media, digital (IMANZ)*
- Morton Media
- O P E N
- Rascal Media *(IMANZ)*
- Reason Agency *(IMANZ)*
- Sapient *(IMANZ)*
- Smart Media
- Sneakers Media *(IMANZ)*
- Spitfire *(plus digital)*
- Tactical Media *Media, data analytics*
- The Media Dept *(IMANZ)*
- The Media Lab
- Tilt Advertising *Media, digital (IMANZ)*
- Together *(IMANZ)*

RETAIL MEDIA

- Cartology *(Woolworths)*
- MarketMedia *(The Warehouse)*
- Precision Media *(Foodstuffs)*

Specialist independent agencies

BRAND, BRAND STRATEGY, DESIGN

- Brandology *Brand strategy*
- Brother Design *Packaging*
- Dave Clark
- Dow Goodfolk *Design*
- Feast *Brand strategy, design*
- Marx Design *Brand strategy*
- Milk NZ *Packaging*
- Onfire *Design*
- Principals *Brand strategy*
- Salted Herring *Design Design*
- Strut & Swagger *Brand strategy*
- Switch Design *Design*
- The Brandery *Design*
- Tried & True *Design*
- Voice *Brand strategy*

DIGITAL

- Acquire Data Driven Advertising
- Authentic Digital *Digital, media (IMANZ)*
- BBT Digital
- Born Digital
- Byond
- Calibrate Marketing *Digital, media (IMANZ)*
- Catch Design
- Conversion Marketing *Performance*
- Crave Global
- Digital Popcorn *Enterprise performance*
- Digital Simple *Lead generation*
- Flight *Digital transformation*
- Forge Creative *Digital, design*
- Gladeye *Digital, design*
- Ground Control Data *Marketing analytics*
- HiHo *Digital, design*
- Hypergiant *Lead generation*
- Iceberg *Digital, design*
- Insight Online *Digital, media (IMANZ)*
- Journey Digital *Digital, CX*

KBR Digital

- krunch.co *(IMANZ)*
- Mechanic Group *Digital, brand*
- Nero Motion
- Numero Agency *Performance*
- NV Interactive
- NZ Digital
- Octave
- Overdose *Digital commerce (IMANZ)*
- Pilot
- Pure SEO *Performance, data (IMANZ)*
- Search Republic
- Skinny Marketing
- Somar Digital
- Stitch *Marketing automation (IMANZ)*
- Terebyte *Ecommerce*
- The Digital Café *AI*
- This Side Up *Ecommerce*
- Tiit
- Twenty CX *Digital, CX*
- Unbound
- Web Antler *(IMANZ)*

PR

- 818
- Archer
- Bare PR
- Blackland
- Botica Butler Raudon *Strategic*
- Brainchild
- Campbell & Co *Engagement*
- Clear Hayes
- Convergence Communications *Corporate communications*
- Draper Cormack *Content creation*
- HMC
- Hustle & Bustle *Brand activation*
- Impact PR
- Iron Road *Content marketing*
- Lighthouse PR *Books*

Lily & Louis

- Lomas Kerr
- Network Communications
- One Plus One Group
- Passion PR *Consumer*
- Payper
- Public Library
- Raise Communications
- Rise & Shine PR *Events*
- Scope Communications *Digital*
- SPUR *Experiential, events*
- Sling & Stone
- Sputnik
- Topham Guerin
- Undertow Media *Social media*
- We Are Collective *Influence Publicity*
- Wright Communications

SOCIAL MEDIA MARKETING

- Content & Co
- Curative *Behaviour change marketing*
- Mabel Maguire *PR, content*
- Mosh Social Media
- Social Global Grind *AI, SEO*
- Social Sugar
- The Attention Seeker
- We The People

OTHER SPECIALIST AGENCIES

- Folio *Content marketing, construction/manufacturing*
- Matter Studio *AI, photography*
- Maverick *Digital Tourism marketing*
- Method *Creative tech studio*
- Shotover Media *Video content, production*
- Studio Nash
- Volt Media *Live TV/stream, post-production*
- Waxeye *Animation, web, immersive work*

We see Daytime dreamers,
lunch BUS CHASERS,
daters, COFFEE DRINKERS,
Marketing Leaders
your customers,
MAGAZINE parking squeezers,
READERS, dog walkers,
Late-for- RETAIL SHOPPERS,
workers, HOLIDAY PLANNERS.
Make an unforgettable
impression
with your ad. mediaworks.

Creative consultancies & global agency networks

ACCENTURE SONG (CREATIVE CONSULTANCY)

- Design and digital products, commerce, service, marketing*
- The Monkeys Aotearoa
 - Fiftyfive5

DELOITTE DIGITAL (CREATIVE CONSULTANCY)

- CONNECTED CREATIVITY**
Brand and creative, impact and growth strategy, product and service design, creative data, AI, gen AI, customer experience and interaction design, marketing automation

DENTSU AOTEAROA

- dentsu Aotearoa
- Dentsu Creative
- Dentsu Media
- Merkle, a dentsu company
Customer experience management
- MKTG Sport & Entertainment
- Halo Sport

INTERPUBLIC GROUP

- FCB Aotearoa *Full-service strategy, research, creative, brand, retail, social, content, design, production*
- FCB Media *Full-service media, strategy, data, technology*
- FCB/Six *Applied analytics, CRM strategy and delivery, creative technology, marketing automation, ecommerce*
- Initiative Media
- UM Media

PUBLICIS GROUPE NEW ZEALAND

- Saatchi & Saatchi *Full-service creative, content*
- Herd MSL *Full-service PR, integrated communications, social, influencer*
- PMX, Publicis Media Exchange
Media, data
- PMX Consult
- PMX Sport
- MBM *Full-service media, data, analytics, cloud services, ad tech sales*
- Breakout Room *Content, creative, experiential, social*
- Digitas *Full-service digital, data-driven customer experience*
- Spark Foundry *Full-service media, data, analytics*
- Starcom
- Zenith

WPP NEW ZEALAND

CREATIVE

- Ogilvy Network
- Ogilvy NZ *Full-service*
- OPR *PR, social and influence*
- Ogilvy Experience *Digital and CX*
- Ogilvy Health
- Ogilvy Consulting
- Designworks
- Copper Brand Experiences
- The Brand Agency
- Bower House Digital

SPECIALIST

- WPP Government & Public Sector Practice
Government and policy communications

MEDIA

- GroupM
- EssenceMediacom
- Mindshare
- Wavemaker

Creative consultancies & global agency networks

OMNICOM NEW ZEALAND

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

- OMD Group
- OMD New Zealand *Media*
- Fuse Network *Social media, influencer, brand experience*
- Dynamo Media *Media*
- OMG Sport
- The Social Agency *Social-first creative*
- Hearts & Science *NZ Media*
- Shape Network
- PHD Group
- PHD Network *Media*
- Drum Network *Culturally focused content*
- Rocket Network *Media*
- TRKKN NZ *Cloud and marketing tech*
- Transact *Ecommerce*

Clemenger Group New Zealand (87% Omnicom-owned via BBDO, 13% owned by staff)

- Colenso *Full-service, integrated creative*
- Clemenger BBDO *Full-service, integrated creative*
- Proximity *Data, technology, CX*
- Perceptive *Insights, data, analytics*
- Raydar *Shopper activation*
- BrandWorld *Creative, integrated*
- GRC Partners & Porter Novelli *PR, public affairs, strategic communications*
- Levo *Digital*
- Creative Activation *Retail activation*

TBWA\Group New Zealand (82% Omnicom-owned, 18% local shareholding)

- TBWA\ Brand, communications, 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, ecommerce, website and app utility, mobile, IOT, digital communications*
- 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 Digital, ecommerce, website, app, mobile, UX, CX
- Interbrand *Brand strategy, design*
- Takitoru *Cultural/Māori*

NEW ZEALAND MARKETING

MAP OF ADLAND 2024

Presented by **mediaworks.**

MAPPING OUT AOTEAROA NEW ZEALAND'S CREATIVE, MEDIA, DIGITAL, PR AND SPECIALIST AGENCIES.

There's a multitude of agencies in New Zealand, and unfortunately we don't have enough space in our printed format of NZ Marketing magazine to include them all. Most who are included are those we've had dealings with over the previous year via NZ Marketing and our industry news site StopPress. There are also myriad combinations of specialties, and we've aimed to get it right. Rest assured we've done our best and you'll find it handy.

We can include you in the digital format of the Map and keep you on record for the printed version next time.

Audio
HEARD BY OVER 2.4 MILLION

Digital
ENGAGING 4.4 MILLION

Outdoor
SEEN BY 2.6 MILLION

mediaworks.