

Map of Allman 2025



• 36 PRESENTS • 818 • ACCENTURE SONG • ACQUIRE DATA-DRIVEN

ADVERTISING • ALEXANDER PR • ANTI • ARTIKEL & SWINT • AUTHENTIC DIGITAL • BANANAWORKS • BARE PR • BASTION

AMPLIFY • BASTION CREATIVE • BASTION DESIGN • BASTION DIGITAL • BASTION MAKE • BCG2 • BESPOKE MEDIA • BETTLE ASSOCIATES •

BLIE • BLACKLAND PR • BOLT • BORN DIGITAL • BOTICABUTLER RAUDON • BOWERHOUSE DIGITAL • BRAND IQ • BRANDOLOGY • BRANDWORLD • BREAKOUT ROOM • BRIGHT SUNDAY •

BROTHER DESIGN • BTL ENGAGE • BULLEYE MEDIA & MARKETING • BYOND •

CALIBRATE MARKETING • CALBRE + CANDOR • CAMPBELL & CO •

CATCH DESIGN • CHARM • CHEMISTRY • CLEAR HAYES •

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CLEMENGER
BBDO • CLEMENGER
UNLIMITED • COLENZO

• CONDUCTOR •

CONTAGION • CONVERGENCE COMMUNICATIONS • CONVERSION MARKETING • COPPER BRAND

EXPERIENCES • GRAVE GLOBAL • CREATIVE ACTIVATION • CULTURE •

CURATIVE • D3 • DDB • DELOITTE DIGITAL • DENTSU AOTEAROA • DESIGN BY DISRUPTION • DESIGNWORKS • DIG PR • DIGITAL ARTS

NETWORK • DIGITAL POPCORN • DIGITAL SIMPLE • DIGITAS • DOT LOVES DATA • DOW GOODFOLK

• DRAPER GORMACK • DROGAS AOTEAROA • DRUM NETWORK • DYNAMO MEDIA •

EIGHTYONEBC • EIGHTYONEW • EIGHTYONEX • ELEVEN • ENERGI •

ESSENCE MEDIA COM • FARRIMOND • FCB AOTEAROA • FCB MEDIA • FCB/

SIX • FEDERATION • FIFTYFIVES • FILM THREE SIXTY • FLIGHT • FOLIO • FOX •

FUSE NETWORK • G1 MEDIA • GLADEYE • GOOD GRAYVY • GORILLA • GRC PARTNERS + PORTER

NOVELLI • GROUP M • HANTON & CO • HARVEY CAMERON • HEARTS & SCIENCE NZ • HELLO • HEMISPHERE • HERD MSL • HIHO • HMC •

HOT MUSTARD • HTMG • HUNCH • HUSTLE & BUSTLE • HYPER • IMPACT PR • INDEPENDENT MEDIA NZ • INITIATIVE • INSIDERS •

INSIGHT CREATIVE • INSIGHT ONLINE • INTERBRAND • INTRISCT • IRON ROAD • JETBLACK PRODUCTIONS • JOURNEY DIGITAL • KBR

DIGITAL • KINDRED • KING ST ADVERTISING • KRUNCH CO • LASSOO • LEVO • LIGHTHOUSE PR • LOMAS KERR • MAGNETIC

• MAGNUM • MANGO • MARX DESIGN • MATTER STUDIO • MAVERICK DIGITAL • MAX MARKETING •

MBM • MECHANIC GROUP • MEDIAHUB • MERKE • METHOD • METROEXP • MILK NZ •

MINDSHARE • MISTERWOLF • MKTG SPORT & ENTERTAINMENT • MOMENTUM GROUP NZ •

MOTION SICKNESS • MULTIPLIED CREATIVE • MURA • NERO MOTION • NOT ANOTHER™ •

NUMERO AGENCY • NV INTERACTIVE • NZ DIGITAL • OCTAVE • OGLVY NZ • OMD NZ •

OMG SPORT • ONE PLUS ONE GROUP • ONFIRE • OPR • OVERDOSE • PAPPER • PEAD •

PERCEPTIVE • PHD NETWORK • PHO AKLD • PILOT • PITCHBLACK • PLATFORM29 • PLATO •

PMX • PUBLICIS MEDIA EXCHANGE • PRINCIPALS • PROXIMITY • PUBLIC LIBRARY •

PURE SEO • QUANTUM JUMP • QUEST MARKETING • RAINGER & ROLFE •

RAINMAKERS • RAISE COMMS • RASCAL MEDIA • RAYDAR • REASON • REDFIRE

DESIGN • REMADE • RISE & SHINE PR • ROCKET NETWORK • RUN AOTEAROA •

RX GROUP • SAATCHI & SAATCHI • SALTED HERRING DESIGN • SAPLEN •

SAPPIENT • SCHOOL RD • SEARCH REPUBLIC • SHAPE NETWORK •

SHOTOVER MEDIA • SKINNY MARKETING • SMART

MEDIA • SNEAKERS MEDIA • SOCIAL

GLOBAL GRIND • SOCIAL SUGAR • SOMAR DIGITAL

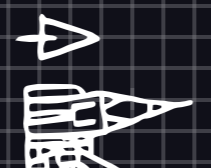
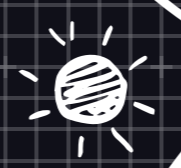
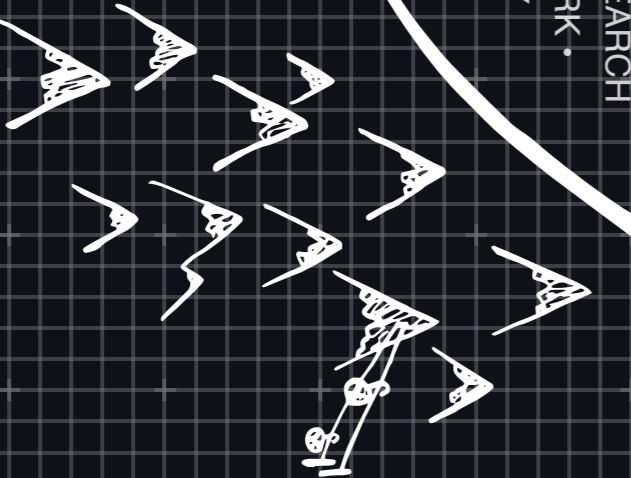
• SPARK FOUNDRY •

SPECIAL AOTEA •

SPECIAL DESIGN •

SPECIAL PR • SPRUIK •

SPUR • STANLEY ST



• STARCOM • STITCH • STRING THEORY •

STRUT & SWAGGER • SUGAR & PARTNERS •

SUPERBOLD • SWITCH DESIGN • TACTICAL MEDIA •

TAKTORU • TBWANZ • TENFOLD CREATIVE •

TERABYTE • THE BRAND AGENCY • THE BRANDERY •

THE DIGITAL CAFÉ AT • THE ENTHUSIASTS • THE GOAT

FARM • THE MEDIA DEPT • THE MEDIA LAB • THE SOCIAL

AGENCY • THESE GUYS I KNOW • THINKERBELL • THIS

SIDE UP • THOMPSON SPENCER GROUP • TILT ADVERTISING •

TOGETHER • TOMAHAWK TOURISM MARKETING • TONIC •

TRACK • TRACTA • TRANSACT • TRIBAL • TRIED & TRUE • TRKKN NZ •

TRUE • TWENTY CX • TWENTY4 • UM • UNBOUND • UNDERTOW MEDIA • VOICE

• VOLT MEDIA • WALSH & BECK • WAVEMAKER • WAXEYE • WE THE PEOPLE • WEB

ANTLER • WERK • WOODS • WPP GOVERNMENT PRACTICE • WRIGHT COMMUNICATIONS • YARN • YOUNGSHAND • ZENITH •

AGENCY DIRECTORY

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*This is not to scale. Illustrations by Judd Smith

Creative consultancies & global agency networks

ACCENTURE SONG

Creative consultancy: Design & digital products + commerce + service + marketing

- **Droga5 Aotearoa**
- **Fiftyfive5** Market research

CLEMENGER GROUP NZ

- **Colenso** Full-service + integrated creative
- **Clemenger UnLtd**
 - **Clemenger BBDO Wellington** Full-service + integrated creative
 - **BrandWorld**
 - **Perceptive** Insights + data + analytics
 - **Proximity** Data + technology + CX
 - **Levo** Digital

- **Sapient** Brand strategy
- **Raydar** Shopper activation
- **BrandWorld** Creative + integrated
- **GRC Partners + Porter Novelli** PR + public affairs + strategic comms
- **Creative Activation** Retail activation

DDB GROUP AOTEAROA

- **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

DELOITTE DIGITAL

Creative consultancy

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 & delivery + creative technology + marketing automation + ecommerce
- **Initiative** Media
- **UM** Media

OMNICOM NZ

- **Omnicom Media Group NZ**
- **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 Ltd** Cloud & marketing tech
- **Transact** ecommerce

PUBLICIS GROUPE NZ

- **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**
- **Starcom** Full-service media + data + analytics
- **Zenith** Full-service media + data + analytics

TBWA\GROUP NZ

- **TBWANZ** 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 + ecommerce + website and app utility + mobile + IOT + digital comms
- **BOLT** AV production + post-production

WPP NZ

- Creative
- **Ogilvy Network**
 - **Ogilvy NZ** Full service
 - **OPR** PR + Social & Influence
 - **Ogilvy Experience** Digital & CX
 - **Ogilvy Health**
 - **Ogilvy Consulting**
 - **Designworks**
 - **Copper Brand Experiences**
 - **The Brand Agency**
 - **Bower House Digital**
 - **Blackland PR**
- Specialist
- **WPP Government Practice** Government & policy comms
- Media
- **GroupM**
 - **EssenceMediacom**
 - **Mindshare**
 - **Wavemaker**
 - **Billups**
 - **Billie**

Independent collectives & collaboratives

ATTIVO GROUP

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

BASTION SHINE

- **Bastion Creative** Creative
- **Bastion Digital** Digital enablement + performance
- **Bastion Amplify** PR + social
- **Bastion Design** Brand + design
- **Bastion Make** Production

CHEMISTRY

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

CONTAGION

Brand strategy + creative + media (IMANZ) + digital marketing + design + websites + B2B marketing

EIGHTYONE

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

FEDERATION

- **Federation** Creative, full service
- **Federation: Impact** Brand + purpose consultancy

MOTION SICKNESS

Strategy + creative + design + production + media

MULTIPLIED

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

PITCHBLACK

- **Pitchblack Partners** Strategy + creative + design + social media and creative + retail
- **Jetblack Productions** Full-service production agency

PURE SEO GROUP

- **Pure SEO** Performance + data (IMANZ)
- **This Side Up** Ecommerce
- **Digital Popcorn** Enterprise performance

SPECIAL GROUP

Auckland & Wellington

- **Special Aotea** Culturally led rūpū
- **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
- **Hustle&Bustle** PR + brand activation

WOODS

Brand + design + packaging + advertising + digital + motion

YOUNGSHAND

Strategy + creative + design (IMANZ)

Independent, full-service creative agencies

- **Anti** Creative + production
- **Art & Industry**
- **Artikel & Swint** Rural
- **Bananaworks** Cultural + Chinese
- **BCG2**
- **Bettle-Associates** (IMANZ)
- **Brand IQ**
- **Bright Sunday** Cultural/Māori + Pacific
- **Calibre + Candor**
- **Charm** Advertising
- **Good Gravy**
- **Hemisphere** (IMANZ)
- **Hot Mustard** Digital
- **Hunch** Strategic + comms
- **Insiders** Retail + in-house
- **Insight Creative**
- **Intrsect** Design
- **Kindred**
- **KingSt Advertising** (IMANZ)

- **Magnum**
- **Max Marketing**
- **Misterwolf**
- **Mura** Cultural/Māori capability
- **Not Another™**
- **Pead** PR
- **PHQ AKLD**
- **Platform29**
- **Plato**
- **Quantum Jump**
- **Loyalty**
- **Quest Marketing**
- **Rainger & Rolfe** Retail + digital
- **Reason** Digital
- **Redfire** Design
- **Remade** Creative
- **RUN Aotearoa** Cultural/Māori + design
- **RX Group** Retail strategy + marketing practice

- **Spruik Limited** (IMANZ)
- **String Theory** Research + strategy
- **Sugar & Partners**
- **Superbold**
- **Tenfold Creative**
- **Thompson Spencer Group** (IMANZ)
- **Tomahawk** Tourism marketing
- **The Goat Farm**
- **These Guys I Know**
- **Tracta**
- **Agri** (IMANZ)
- **Tried&True** Design
- **TRUE**
- **Walsh & Beck**
- **Werk** (IMANZ)
- **Yarn**

Specialist independent agencies

- **BRAND, BRAND STRATEGY, DESIGN**
 - **Brandology** Brand strategy
 - **Brother Design** Packaging
 - **Dow Goodfolk** 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
 - **Voice** Brand strategy

SHOPPER MARKETING

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

SOCIAL MEDIA MARKETING

- **Curative** Behaviour change marketing
- **Social Global Grind** AI + SEO
- **Social Sugar**
- **We The People**

OTHER SPECIALIST AGENCIES

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

DIGITAL

- **36 Presents**
- **Acquire Data-Driven Advertising**
- **Authentic Digital** Digital + media (IMANZ)
- **Born Digital**
- **Byond**
- **Calibrate Marketing Ltd** Digital + media (IMANZ)
- **Catch Design**
- **Conversion Marketing** Performance
- **Crave Global**
- **Digital Simple** Lead generation
- **Flight** Digital transformation
- **Gladeye** Digital + design
- **Hello Ltd** Digital + media
- **HiHo** Digital + design
- **Insight Online** Digital + media (IMANZ)
- **Journey Digital** Digital + CX
- **KBR** Digital
- **krunch.co** (IMANZ)
- **Mechanic Group** Digital + brand
- **Method** Creative tech studio
- **Nero Motion**
- **Número Agency** Performance
- **NV Interactive**
- **NZ Digital**
- **Octave**
- **Overdose** Digital commerce (IMANZ)
- **Pilot**
- **Search Republic**
- **Skinny Marketing**
- **Somar Digital**
- **Stitch** Marketing automation (IMANZ)
- **Terebyte** ecommerce
- **The Digital Café** AI
- **Twenty CX** Digital + CX
- **Unbound**
- **Web Antler** (IMANZ)

PR

- **818**
- **Alexander PR** Corporate communications
- **bare.pr**
- **Botica Butler Raudon** Strategic
- **Campbell & Co** Engagement
- **Clear Hayes**
- **Convergence Communications** Corporate communications
- **Dig PR**
- **Draper Cormack** Content creation
- **HMC**
- **Impact PR**
- **Iron Road**
- **Lighthouse PR** Books
- **Lomas Kerr**
- **One Plus One Group**
- **Payper**
- **Public Library**
- **Raise Comms** Communications
- **Rise & Shine PR** Events
- **SPUR** Experiential + events + film
- **Undertow Media** Social media
- **Wright Communications** Communications

Lift up



Independent, full-service media agencies

- **Bespoke Media** (IMANZ)
- **Bullseye Media & Marketing** Media + marketing
- **Conductor** (IMANZ)
- **D3** (IMANZ)
- **GI Media** (IMANZ)
- **Hanton&Co** (IMANZ)

- **HTMG** Media + digital (IMANZ)
- **Independent Media New Zealand** (IMANZ)
- **Lassoo** Media + PR (IMANZ)
- **Momentum Group** Media + digital (IMANZ)
- **Rascal Media** (IMANZ)
- **Saypient** (IMANZ)

- **Smart Media**
- **Sneakers Media** (IMANZ)
- **Tactical Media** Media + data analytics
- **The Media Dept** (IMANZ)
- **The Media Lab**
- **Tilt Digital** Media + digital (IMANZ)
- **Together** (IMANZ)



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DID WE MISS YOU?
We've done our best to make this year's list as comprehensive as possible – sorry if we don't know about you! Make sure you sign up for our Agency Directory, coming soon.

Agency Directory launches soon. Don't miss your chance to be a founding member.

Sign up

