

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
- 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
- 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

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.

Audio
HEARD BY OVER 2.4 MILLION

Digital
ENGAGING 4.4 MILLION

Outdoor
SEEN BY 2.6 MILLION

mediaworks.