

Publicis Groupe

Starcom - media	Saatchi & Saatchi - creative	Digitas - digital creative and media	Arc - shopper marketing
Zenith - media	Leo Burnett - creative	HerdMSL - social & public relations	Epsilon - data & technology
Spark Foundry - media	Publicis Worldwide - creative	N2N Communications	Publicis Sport & Entertainment - sport & entertainment marketing & partnerships
Performics - media & performance marketing	MercerBell - CX	Fuel Communications	Saatchi & Saatchi Wellness - health
Publicis Media Exchange (PMX) - media investment arm	Marcel - creative	Touch Creative	
	Publicis Sapient - digital business transformation	Prodigious - production	

M&C Saatchi Group

M&C Saatchi Sydney - creative
M&C Saatchi Melbourne - creative
Re - brand & design
M&C Saatchi Sport & Entertainment - sport & entertainment
THIS. Film Studio - production
Bohemia - media
The Source - research
Resolution - design & production
Tricky Jigsaw - innovation
Greenhouse by Woolworths
Yes Agency by Optus

Omnicom Group

CLEMENGER GROUP	Quantum - research	TBWA Group Melbourne	OMNICOM MEDIA GROUP
Advertising Agencies	Traffik Group - experiential	TBWA Melbourne - creative	OMD - media
CHE Proximity - data-driven creative & media	Flare - content	Eleven - PR	PHD - media
Clemenger BBDO - creative	Clemenger Consulting Network	TBWA Adelaide - creative	Hearts & Science - media
Marketforce - creative	GRACosway - public affairs	DDB Group Australia	Foundation - media
Redhanded - rural & regional	Porter Novelli - PR	DDB Sydney - creative	Resolution Media Network - performance media
Marketforce North - digital, media, social & retail	TBWA AUSTRALIA	DDB Melbourne - creative	Annalect - data
Specialised Services	TBWA Group Sydney	TRACK - CRM	
Clemenger Field Marketing - retail activation	TBWA Sydney - creative	Tribal - digital	
Eg+ - production	Media Arts Lab - Apple	Mango Communications - PR	
Hall & Partners - research	Eleven - PR	DDB Remedy - health	
LEVO - digital transformation	Fleishman Hillard - PR	Interbrand - branding & design	
	Fabric - fashion & lifestyle		
	Integer - shopper		
	Bolt - content production		

Enero

BMF - creative & content
CPR - PR, public affairs & government relations
The Digital Edge - market research
Frank PR - PR
Hotwire - PR
The Leading Edge - insights & analytics
OB Media - programmatic
Orchard - digital

Havas Group

h/commerce - retail	Havas Sports and Entertainment
Havas Blvd - production	Host/Havas - creative
Havas Co-Maker - influencer & social	One Green Bean - PR
Havas Media - media	Red Havas - PR
Havas Melbourne - full service	Hyland - Media

Dentsu International

MEDIA	CREATIVE		CRM
Carat - media	BWM Dentsu - creative	Cox Inall Agri - agri business communications	Amicus - digital
dentsuX - media	Isobar - digital performance marketing & creative	Cox Inall Ridgeway - Indigenous communications	Gyro - full service B2B agency
iProspect - performance marketing	Haystac - PR	SMG - gaming	SPORTS & ENTERTAINMENT
Amplifi - strategic investment	Cox Inall Change - community engagement & social change	Accordant - data-driven customer experience & personalisation	MTKG - sport & entertainment

Interpublic Group

Advantage - sponsorship & brand experience	Powell Tate - public affairs	MULLENLOWE GROUP
FutureBrand - brand consultancy	R/GA - digital creative	303 MullenLowe - creative
Futures Sport & Entertainment - sport & entertainment	Weber Shandwick - PR	MullenLowe Profero - digital transformation
Golin - PR	IPG MEDIABRANDS	MullenLowe Mediahub - media
Jack Morton Worldwide - brand experience	BPN - media	MullenLowe Creature - earned, social & influencer
Milk Money - production	Initiative - media	MCCANN WORLDGROUP
Momentum - experiential	Kinesso - marketing intelligence engine	McCann - full service
MRM - customer experience	Magna Global - insights	SMART - creative
Octagon - sports	Matterkind - programmatic	The Red Republic - PR
	Orion - trading	JSA Creative - creative
	Reprise - optimisation	
	UM - media	

Other players & independents

3 Forward	BCM	KWP!	The Core Agency
3rdspace	Bear Meets Eagle on Fire	Lateral Aspect	The General Store
72andSunny	Benedictus	Leonards Advertising	The Hallway
Abel	Big Red	Loud	The Horse & Hound Agency
Above Trading	Block	Love Media	The Incubator
Accenture Interactive	Blue Sky Media	Loyal	The M Agency
Fjord	Bring	Magnum Opus Partners	The Media Store
Maud	BRMM (Co.Gency Group)	Match & Wood	The Remarkables
The Monkeys	Coffee Cocoa Gunpowder	McKenzie	The Royals
Admatic	Coordinate	Mediasmiths	The Shannon Company
AFFINITY	Common Ventures	Mentor Marketing	The Works, part of RXP Group
Akkomplice	Communicate Australia	Multi Media	The Zoo Republic
Alchemy One	Cummins&Partners	Next and Co	Thinkerbell
AnalogFolk	Customedia	Noisy Beast	Town Square
Ant	CX Lavender	Now Screen	Tribe
Apparent	Deloitte Digital	Paykel Media	Trilogy
Arc	Doublestar	Pearman	Trimantium GrowthOps
Atomic 212	Edge	Pivotus	Two Mad Cowboys
Avenue C	Engine	Proud Media	Valore Media
Bashful	Enigma Communications	Rapid Media	VCCP
Bastion Collective	Fenton Stephens	Rare	VERSA
Bastion Insights - market research	Frontier	Richard Rose	We Are Social
Bastion Banjo - creative	Gatecrasher	Rocket	Yango
Bastion Interactive - digital	Global Media Solutions	ROI	
Bastion Effect - PR & social	Half Dome Digital	Rumble	
Bastion Reputation Management - corporate & crisis communications	Hardhat	Sandbox	
Bastion EBA - experiential & commercial	Hatched Media	SDWM	
Bastion Films - content production	Headjam	Showpony	
Bastion China - China marketing	Imagination	Slingshot	
Bastion Retail - shopper marketing	Inc Digital	Social Soup	
Stable Research - data & analytics	Indago Digital	Special Group Australia	
	Innocean	Sweeney Advertising	
	INVNT	Switch Digital	
	Jack Nimble	Taboo	
	Joy	Taste Creative	
	Kaimera	Test Drive	

AdNews AGENCY MAP

PRESENTED BY



WPP AUNZ

ACTIVATION, SHOPPER & EVENTS	MEDIA	DIGITAL & E-COMMERCE	TEAM MODELS
Geometry - shopper marketing	Ikon Communications - media & communications	adcastNXT - digital asset management	Union - Bankwest
Graffiti - activations	GroupM - global media investment management	Aleph - digital & UX	Sibling - Scentre Group
WPP AUNZ Experiences - experiential, event & activation marketing	Mindshare - media	AKQA - digital	Global Team Blue - Ford
Maverick - activation & experiential marketing	MediaCom - media	Millipede - mobile & gaming	The Constellation - The Star
Play Events - experiential & brand activation	Essence - digital	Buchanan - testimonial endorsement	
	Wavemaker - media	CPR Vision - CRM	
	Astus - media barter	whiteGREY - integrated communications	
	Neo - performance media	Wunderman Thompson - integrated communications	
	Prism Sport & Entertainment - sport & entertainment		
	Xaxis - programmatic		
	Finecast - addressable TV		
	M/Six - media		

BRANDED COMMUNICATIONS	PRODUCTION & SPECIALIST	PUBLIC RELATIONS & PUBLIC AFFAIRS
IMA - B2B marketing solutions	Active - signage, POS & printing	Barton Deakin - government relations
Ogilvy - integrated communications	AFI Branding - banners & exhibitions	Burson Cohn & Wolfe - media relations
Spinach - full service	Etcom - multicultural communications	Cannings - corporate & financial communications
The Brand Agency - full service	Phuel - training & facilitation	Cannings Purple - government relations
VMLY&R - full service	The Government & Public Sector Practice - government & public sector communications	Hawker Britton - government relations
whiteGREY - integrated communications		Hill + Knowlton Strategies - PR
Wunderman Thompson - integrated communications		Ogilvy PR - PR
		Ogilvy PR Corporate - issues & crisis management
		Ogilvy PR Employee Experience - employee engagement, change & communication

Ogilvy PR Health - PR	HEALTH & WELLNESS
Howorth - B2B & technology PR	Ogilvy Health - healthcare communications
Parker & Partners - government relations	BRAND CONSULTING
Pulse - branded communications & content	Designworks - brand, experience & design
DATA & INSIGHT	Landor - brand, experience & design
WPP AUNZ Analytics - data & analytics	
Beyond Analysis - data strategy	