

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	Lateral Aspect	The Hallway
3rdspace	Bear Meets Eagle on Fire	Leonards Advertising	The Horse & Hound Agency
72andSunny	Benedictus	Loud	The Incubator
Abel	Big Red	Love Media	The M Agency
Above Trading	Block	Loyal	The Media Store
Accenture Interactive	Blue Sky Media	Magnum Opus Partners	The Remarkables
Fjord	BRMM (Co.Gency Group)	Match & Wood	The Royals
Maud	Coffee Cocoa Gunpowder	McKenzie	The Shannon Company
The Monkeys	Coordinate	Mediasmiths	The Works, part of RXP Group
Admatic	Common Ventures	Mentor Marketing	The Zoo Republic
AFFINITY	Communicate Australia	Multi Media	Thinkerbell
AKKomplice	Cummins&Partners	Next and Co	Town Square
Alchemy One	Customedia	Noisy Beast	Tribe
Alpha Digital	CX Lavender	Now Screen	Trilogy
AnalogFolk	Deloitte Digital	Paykel Media	Trimantium GrowthOps
Ant	Doublestar	Pearman	Two Mad Cowboys
Apparent	Edge	Pivotus	Valore Media
Arc	Engine	Proud Media	VCCP
Atomic 212	Enigma Communications	Rapid Media	VERSA
Avenue C	Fenton Stephens	Rare	Ward6
Bashful	Frontier	Richard Rose	We Are Social
Bastion Collective	Gatecrasher	Rocket	Yango
Bastion Insights - market research	Global Media Solutions	ROI	
Bastion Banjo - creative	Half Dome Digital	Rumble	
Bastion Interactive - digital	Hardhat	Sandbox	
Bastion Effect - PR & social	Hatched Media	SDWM	
Bastion Reputation Management - corporate & crisis communications	HeadJam	Showpony	
Bastion EBA - experiential & commercial	Imagination	Slingshot	
Bastion Films - content production	Inc Digital	Social Soup	
Bastion China - China marketing	Indago Digital	Special Group Australia	
Bastion Retail - shopper marketing	Innocean	Sweeney Advertising	
Stable Research - data & analytics	INVNT	Switch Digital	
	Jack Nimble	Taboo	
	Joy	Taste Creative	
	Kaimera	Test Drive	
	KWPI	The Core Agency	
		The General Store	

AdNews AGENCY MAP

PRESENTED BY



WPP AUNZ

ACTIVATION, SHOPPER & EVENTS	MEDIA	DIGITAL & E-COMMERCE	TEAM MODELS	BRANDED COMMUNICATIONS	PRODUCTION & SPECIALIST	PUBLIC RELATIONS & PUBLIC AFFAIRS
Geometry - shopper marketing	Ikon Communications - media & communications	adcastNXT - digital asset management	Union - Bankwest	IMA - B2B marketing solutions	Active - signage, POS & printing	Ogilvy PR Health - PR
Graffiti - activations	GroupM - global media investment management	Aleph - digital & UX	Sibling - Scentre Group	Ogilvy - integrated communications	AFI Branding - banners & exhibitions	Howorth - B2B & technology PR
WPP AUNZ Experiences - experiential, event & activation marketing	Mindshare - media	AKQA - digital	Global Team Blue - Ford	Spinach - full service	Etcom - multicultural communications	Parker & Partners - government relations
Maverick - activation & experiential marketing	MediaCom - media	Millipede - mobile & gaming	The Constellation - The Star	The Brand Agency - full service	Phuel - training & facilitation	Pulse - branded communications & content
Play Events - experiential & brand activation	Essence - digital	Buchanan - testimonial endorsement		VMLY&R - full service	The G overnment & Public Sector Practice - government & public sector communications	HEALTH & WELLNESS
	Wavemaker - media	CPR Vision - CRM		whiteGREY - integrated communications	Wunderman Thompson - integrated communications	Ogilvy Health - healthcare communications
	Astus - media barter	Haylix - cloud storage				BRAND CONSULTING
	Neo - performance media	Taguchi - digital marketing systems				Designworks - brand, experience & design
	Prism Sport & Entertainment - sport & entertainment	IdeaWorks - retail strategy & shopper				Landor - brand, experience & design
	Xaxis - programmatic					DATA & INSIGHT
	Finecast - addressable TV					WPP AUNZ Analytics - data & analytics
	M/Six - media					Beyond Analysis - data strategy