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ANZ New Zealand selects new media agency partner

Following a comprehensive Request For Proposal process, ANZ New Zealand (ANZ NZ) has selected MBM, part of the Publicis Group, as its new media agency partner in New Zealand.

The decision follows a review of ANZ NZ's long-standing partnership with PHD and Omnicom Group.

Five agencies took part in the review and were evaluated against a detailed brief encompassing media strategy, technology capability and marketing effectiveness. We are highly appreciative of the time and effort given by all of the participants.

Astrud Burgess, ANZ NZ Chief Marketing Officer, said: "The review is part of our focus on ensuring we have the right model to support the bank's strategic priorities amid an ever-evolving media landscape."

"We would like to sincerely thank PHD for their partnership over the past 15 years. It has been a highly successful relationship over a long period with many significant campaigns and milestones," Ms Burgess said.

"Our relationship with PHD has included many defining brand moments for ANZ NZ. We're extremely grateful for the commitment, creativity and collaboration the PHD team has brought to ANZ NZ over the years."

During the review, MBM demonstrated a strong, future-fit media capability, an experienced team and a best-in-class model that best fits ANZ NZ's requirements.

"The media landscape is changing quickly, with new technology, data, AI, and shifts in media formats and agency models," said Ms Burgess.

"We want to ensure we're well positioned for the future and we're excited to see what the MBM team can bring."

The transition will occur over the coming months.

There is no change to ANZ NZ's other partner relationships, including TBWA New Zealand and Track.

ANZ Australia is also reviewing its media partnerships for Australia but no decision has yet been made.

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