



**Media Release**  
**28 September 2022**

**The Warehouse Group unifies retail media offerings under MarketMedia, and announces Omnicom as first retail media agency partner**



The Warehouse Group has announced the formation of MarketMedia, the Group's new unified retail media network.

MarketMedia will allow suppliers and advertisers to directly engage with New Zealand's largest integrated retail audience across the Group's online stores, apps, and millions of weekly visits to The Warehouse, Noel Leeming, TheMarket, Warehouse Stationery and Torpedo7.

Jonathan Waecker, The Warehouse Group Chief Customer and Sales Officer says, "We are very excited to announce the formation of our integrated retail media network MarketMedia, as well as our first retail media agency partnership with Omnicom."

"MarketMedia gives suppliers and advertisers direct access to millions of potential customers based on real-time shopping and behaviour, combining a holistic customer view with measurable results, closed loop targeting, and performance insights that can be linked all the way through to transactions.

"For our customers, we will be able to provide better shopping experiences and recommendations that are right for them. For suppliers and our advertising partners, we're able to provide a powerful way to grow their business," he says.

This announcement comes as The Warehouse Group announced FY22 retail media revenue of \$20.9 million across its family of brands – up 23% on last year – and with digital retail media revenue up 132% on the same period.

"As New Zealand's largest retail group, we have a strong ecosystem to tap into and see this as an exciting next step for our business and our partners. We are optimistic about the future growth opportunities that this newly-unified retail media network and team will bring to the Group but also the impact this will have on how we, and our suppliers, engage and delight our customers," says Waecker.

"We are building MarketMedia in-house, with Omnicom as our first retail media agency partner - continuing our media agency-of-record (AOR) partnership that began in 2018."

Peter Horgan, CEO of Omnicom Media Group Australia and New Zealand says, "As the premier communications group in New Zealand, Omnicom is well placed to support The Warehouse Group in building a world class retail media network."

Interested partners are invited to reach out to [marketmedia@twgroup.co.nz](mailto:marketmedia@twgroup.co.nz) for more information.

**ENDS**

**For more information, please contact:**  
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