

MEDIACOM

NEWS

MediaCom ranked Number 1

Agency Network in Gunn

Media 100

AWARD WINNING

26 MAR 2018

8 of the agency's offices feature in the top 50 in the world for media excellence

The MediaCom network has won the Gunn Media 100 – the award formerly known as the Gunn Report, with MediaCom UK being named the top agency within the ranking. In addition, WPP were named the top holding company.

The Gunn Report launched in 2006 to be the industry standard for evaluating media creativity. It ranks agencies according to their performance in the top industry awards globally.

Eight of the top 50 agencies in the report are MediaCom offices, including from EMEA (UK and Germany), APAC (India, Australia and New Zealand), LATAM (Columbia and Mexico)

and North America (USA).

This award follows a record-breaking 2017, where MediaCom was named Media Agency Network of the Year by AdWeek, Campaign, Festival of Media Global and M&M Global.

“This is an outstanding achievement, of which I am extremely proud. Every single person throughout the MediaCom network has contributed to our success and has truly embraced our philosophy of Systems Thinking to great effect. I am, of course, delighted that MediaCom UK has also been recognised within the Gunn Media 100 as the top individual agency, which is incredibly well deserved.” said Stephen Allan, Worldwide CEO and Chairman of MediaCom. “But none of this would have been possible without our fantastic clients, agency partners and media owners who have collaborated with us to create globally-celebrated campaigns. We are proud to have contributed towards WPP’s achievement of being named the top Holding Company within the same report.”

Sir Martin Sorrell, CEO of WPP, said: “WPP’s core purpose is to deliver growth for our clients so we are delighted to receive this recognition of our effectiveness in doing so. And congratulations to MediaCom who, as network and agency of the year, have helped us achieve a hat-trick of awards.”

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