
MediaCom is leading Global Agency Network in latest New Business COMvergence Report

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Network racked up \$800m of new business in H1 2018

A major new analysis of the media agency new business market has named MediaCom as the most successful agency network globally in the first six months of 2018.

COMvergence's New Business Barometer H1 2018, which was published today, analysed 915 global, regional and local pitches and moves in 31 of the world's biggest advertising markets and found that MediaCom's net gain of \$800m in billings was the best performance.

In addition to topping the table globally, the agency performed exceptionally well in Europe and APAC, where its performance helped GroupM be named as the best performing Agency Group for both regions.

Key wins for MediaCom during the period include Adidas and Sky but the research does not include wins and retentions such as Hilton, Mars and Shell, which were announced in Q3 and will, therefore, feature in the H2 report.

“MediaCom has been hugely successful at most importantly retaining our existing clients and also winning new business over the past year. Our integrated teams of Systems Thinkers are consistently creating solutions to deliver business growth. This naturally appeals to marketers who are under increasing pressure to demonstrate the value their marketing investments make to the bottom line,” said Toby Jenner, Worldwide COO, MediaCom.