

# MediaCom tops 2017 COMvergence new business billings report

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14 JUL 2017

MediaCom has been named as the most successful agency brand in 2017 when it comes to global or multimarket pitches.

COMvergence's H1 2017 pitch performance analysis reveals that MediaCom has added more than \$1.2bn to its billings in the first half of 2017 thanks to wins such as PSA Peugeot-Citroen, Walgreens-Boots and the retention of P&G in Germany.

The analysis is based on 16 global and multi-market pitches worth a total of \$4bn and MediaCom's success also contributed to GroupM being named as top Holding Company in the H1 2017 ranking.

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“Global pitches are often the most demanding and competitive and our success in this report demonstrates that our systems thinking approach is developing compelling and powerful propositions that can entice new clients into the MediaCom family,” said Stephen Allan, Worldwide CEO and Chairman of MediaCom. “Our success is a credit to our global network and the high standards that we set in every market.”

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