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# MediaCom tops 2017 RECMA New Biz Balance report

RECOGNITION

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## Agency leads the competition after collecting 16 new clients between January and August 2017

MediaCom is the best-performing media agency of 2017, according to RECMA's latest New Biz Balance report.

As the report reveals, MediaCom won \$1.7bn worth of new business between January and August 2017, picking up 16 new multi-market clients. The agency's biggest wins during this period were PSA Peugeot Citroën, Walgreen Boots Alliance, Richemont and Falabella.

According to the RECMA data, MediaCom secured 18% of the total account billings up for pitch during this period – significantly more than any other agency. The research is based on 143 advertisers and 486 account moves, through 44 countries, spending above \$10m.

MediaCom also had the highest number of client retentions of any agency, retaining \$782m of media billings after client reviews. Coupled with minimal client departures, these results mean MediaCom stands proud as the agency with the best New Biz Balance for the first eight months of 2017 – up \$915m versus January 2017.

RECMA is the only research company that evaluates digital and media agencies worldwide. Its next report will be published before the end of January 2018, collecting all 2017 moves. The on-going reviews and pitches represent at minimum \$6.5bn.

This is the second time in recent weeks that MediaCom's strong new business performance has been recognised. In September, MediaCom was revealed as the top performer in the COMvergence New Business Barometer study for H1 2017.

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