

NEWS

MediaCom tops RECMA global new business ranking for 2018

NEW BUSINESS

14 JAN 2019

New Biz Balance report highlights that MediaCom won \$2.76bn worth of new business in 2018

MediaCom has been named as the most successful new business performer for 2018 by the research company RECMA, reflecting its best in class ability to win new clients as well as retain existing ones.

RECMA's New Biz Balance report highlights that MediaCom has won \$2.76bn worth of new business, more than any of its competitors in 2018, based on analysis of more than 1,000 account reviews worth more than \$10m.

In 2018, the network won numerous competitive pitches, including [Mars](#), [adidas](#), Bose and [Hilton](#) among others. Globally, it also retained the [Shell](#) account after competitive pitches,

along with [Sky](#) in the UK.

This builds on MediaCom's impressive growth of the last two years. In 2017, according to RECMA data, MediaCom grew its billings by over \$2.6bn. This includes winning new clients such as PSA Peugeot Citroën, Walgreens Boots Alliance, Richemont and Falabella.

"MediaCom's new business teams and the whole network have been amazing across the last two years. Driving growth for our new and existing clients through Systems Thinking has delivered business-changing insights and innovative solutions. It's been the foundations for our success... that and lots of hard work!" says Toby Jenner, MediaCom's Worldwide COO.

NEW BUSINESS