



MEDIACOM

NEWS

MediaCom is named Campaign's Agency of the Decade

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The news, which was first published in Campaign's print magazine, sees MediaCom UK retain our title of Agency of the Decade for the second time in a row.

The title comes after a brilliant decade for MediaCom UK. In the last ten years, we have twice been named Media Agency of the Year in the Campaign Annual and crowned Agency of the Year at the Media Week awards in 2018. Our billings increased from £963 million to £1.4 billion while our headcount climbed from 650 to 1300. In 2011, MediaCom UK acquired Brilliant Media in Leeds and, in 2016, Code Computerlove in Manchester.

In the last ten years, our client count rose from 191 to around 300 and we both won and retained some of the most key businesses in the UK, including Sky, Tesco, Lloyds and Centrica. In addition, we are proud to also work with smaller accounts, and we won multiple

digital disruptor clients, including Missguided. Our work continues to be industry-leading, and we have won 336 awards as well as being both Campaign and Media Week's most awarded agency. Other wins include 27 Cannes Media Lions, including the much-coveted Grand Prix for Tesco Food Love Stories – we were one of only two media agencies to win this title in ten years.

MediaCom has also continued to dedicate ourselves to putting our people first. We have worked hard to become as representative and inclusive as possible. Two examples of this work include last year's entry-level intake, in which 42% were from a BAME background, and our pioneering Mental Health Allies scheme in which dozens of staff, of all levels, have helped to support their colleagues' mental health since 2018. MediaCom continues focusing on evolving and developing ourselves to ensure that we continue to be at the forefront of the ever-changing media landscape.

A huge thank you must go to all of our brilliant clients who have worked with us over the last 10 years, our fantastic media partners and, of course, the brilliant MediaCommers who pour their passion and creativity into all that they do. Finally, a special mention to the other brilliant agencies shortlisted for the award; Goodstuff Communications, Manning Gottlieb OMD, PHD and the7stars.

AWARD WINNING CLIENTS PEOPLE FIRST