

MediaCom named Campaign's Media Network of the Year 2017

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Third network crown of 2017 recognises a successful year of new business growth and awards wins

MediaCom has been announced as Campaign's Media Network of the Year 2017. The title comes after a successful 12 months, in which MediaCom won new business worth \$4bn – more than any other network. Significantly, this includes being named agency of record for global clients including [Richemont](#), [Walgreens Boots Alliance](#) and [PSA Groupe](#).

The award is MediaCom's third network crown of 2017. Earlier in the year, it was named Agency Network of the Year at both the [Festival of Media Global Awards](#) and the [M&M Global Awards](#). This is the first time any agency has held all three titles simultaneously.

Beyond its positive new business performance, MediaCom also enjoyed major success at

global awards shows in 2017, for work which drove real business results for its clients. This includes winning a record 18 awards at the Festival of Media Global Awards, Campaign of the Year and eight other golds at the M&M Global Awards, and [60 Cannes Lions as credited agency](#).

“This has been an incredible year for MediaCom, after a challenging 2016. Losing the global Volkswagen account was a big blow, but our people have rallied together tremendously to lead our fight back,” said Stephen Allan, MediaCom’s Worldwide CEO and Chairman. “In 2017, we have won major clients all around the world, delivered work that has helped our existing clients grow, and been recognised by our peers in the process. It’s been a truly special 12 months.”

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