

# MediaCom tops Vitality rankings in latest RECMA Diagnostics report

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EWAN KILLEEN - MEDIA EXECUTIVE 20 SEP 2018

**MediaCom UK singled out as best-performing agency, while network also tops rankings in Latin America and EMEA.**

MediaCom has been named as the world's best-performing agency network for Vitality in the latest Diagnostics report from RECMA. It topped the rankings after scoring 1029 points in nine key agency criteria. This placed it ahead of Havas Media and PHD (873 points), UM (810 points) and Carat (807 points).

Additionally, MediaCom UK was singled out as the world's best-performing agency, outscoring more than 672 agencies in 46 countries. By region, MediaCom ranked #1 in Latin America, #1 in EMEA, and #3 in the USA and in APAC.

The RECMA Vitality ranking score is key for advertisers as it reflects the dynamism and momentum of an agency. It scores agencies against nine criteria, including: grades in Compitches between 2015-2017; participation to pitches; awards; change and stability of agency leaders; and New biz balance since 30 August 2017. Key new business wins for MediaCom during this period included Adidas, Hilton, and Mars.

The Vitality rankings form part of RECMA's broader Network Diagnostics report, which ranks agencies by 18 criteria. In this wider report, MediaCom ranked #2 behind Carat.

"Our results in the RECMA Vitality rankings reflect the progress we are making as a network. In the last 12 months, our Systems Thinking approach has been key in helping us win new business, retain existing clients, and engage with our prospects. It has also helped us win a slew of awards, too. We're delighted that our results have been recognised by the wider industry," said Stephen Allan, MediaCom's Worldwide Chairman & CEO.

**ADVERTISING AWARD WINNING UK**