

MediaCom's Campaign School Report 2020

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MediaCom scores an 8/9 and tops the media agency rankings according to Nielsen Billings

MediaCom has been awarded an 8/9 in this year's Campaign School Report; the highest score to have been awarded to an agency. OMD, Initiative, The 7 Stars, Zenith and Goodstuff also received 8s.

2019 was a good year for MediaCom as we won £167m of new business, including accounts such as Lloyds Banking Group and National Citizen Service. We also continued to produce industry-leading work with MediaCom UK being the most awarded agency at the Media Week Awards, winning Campaign's Agency of the Decade for the second consecutive time and being named the most effective agency in the world by WARC.

Change was another large part of our year. Top-level leadership underwent a transition as Kate Rowlinson, previously in global client roles, took over as UK CEO from Josh Krichefski, who became EMEA Chief Executive in September. Although taking over late in the year, Kate has made an impact already by promising greater focus on digital and gaining the Costa Coffee account at the beginning of 2020.

MediaCom continues to put our people first by focusing on our Diversity and Inclusion agenda. Nancy Lengthorn, Managing Partner and Head of Future Talent, Diversity and Inclusion, was named our Star Player in the report for her work on inclusion, including destigmatising mental health, her work with our Mental Health Allies (who received commendation for Agency Team of the Year at the *Campaign* Media Awards 2019) and for continuing to work to improve representation and inclusivity in our workforce. In 2019, 21% of our permanent staff were from a BAME background with this increasing to 36% in entry-level recruits. As for senior management, 10% were from a BAME background and 51% female.

At MediaCom we would like to extend a massive thank you to our brilliant clients we have worked with over this last year and our amazing media partners. Another thank you is needed for our dedicated and hard-working MediaCommers without whom our achievements would not be possible. Finally, a shout out to the other fantastic agencies that also received a score of 8: *Goodstuff Communications, Initiative, Zenith Media, the7stars* and *OMD Group UK*.

Read more on Campaign's 2020 School Reports [here](#).

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