

# MediaCom joins Content Marketing Association

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## New media agency membership drive reflects content marketing's growth as a discipline

The CMA has announced that MediaCom is to be its first-ever media agency member as part of a drive to broaden its membership, which reflects the growing demand from clients for content marketing solutions being offered by all types of agencies.

MediaCom, one of the world's leading media agencies, has already built a reputation for content marketing through its specialist division, MediaCom Beyond Advertising, and is increasingly putting content at the heart of its clients' communications.

Formed in 1993, the CMA's members now comprise of 90 per cent of the UK market, producing publications and digital content for over 1,000 leading brands and organisations in the UK and internationally. Recent Seven research that surveyed members of the Incorporated Society of British Advertisers (ISBA) found that £4billion is spent annually on owned media in the UK, a 25% net increase in each of the last two years.

Clare Hill, Managing Director, Content Marketing Association, said: "We have had a record number of entries for this year's CMA Awards and this is testament to the huge growth content marketing continues to experience. With this exponential growth, agencies are making strategic recommendations about content marketing across their client base. MediaCom are already at the forefront of this content marketing revolution, so we're thrilled to have them on board as the first major agency to join the CMA. We hope it spurs on other agencies to follow suit and take advantage of all the benefits that membership offers."

The CMA provides members with expertise and thought-leadership in all aspects of the content marketing discipline and acts as a centre of excellence, offering the best in:

**Research** - access to the best-in-class research from around the industry including the CMA's own state-of-the-nation report on the UK's content marketing industry (due in November 2013)

Thought-leadership - understanding how brands are creating their own media strategies

Events - including the annual [International Content Marketing Summit](#) (November 27th) and monthly [Digital Breakfasts](#)

Networking through regular CMA events

Nick Cohen, Managing Partner & Head of Content at MediaCom, said: "More and more we find our clients want to connect with their consumers in new ways through creating and distributing content. Joining the CMA allows everyone at MediaCom to have access to, and allows our clients to benefit from, the research, expertise and connections the organisation has to offer. We're really excited to become the launch partner for the CMA's Media Agency strand and we look forward to forging a close relationship with Clare and all at the association."

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