

# MediaCom's Jon Gittings praised in Adweek's class of Media All-Stars 2016

PEOPLE RECOGNITION

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MediaCom's Global Business Development Strategy Officer, Jon Gittings, has been recognised as part of Adweek Magazine's Media All-Stars list. Jon has been acknowledged for his smart and innovative work, which helped drive substantial results for MediaCom.

Now in its 31st year, Adweek's Media All-Stars honours the 12 best and brightest executives working in all aspects of media planning and buying. Jon, who has joined MediaCom in spring 2014 and is responsible for creating and delivering consistent, cutting-edge global strategic responses for both new

and existing clients, was praised as one of the best minds in the media agency world, highlighting his contributions to the recent Sony and Anheuser-Busch InBev wins.

Jon has a history of winning. In 2014, some seven months after he joined as a new-business strategy whiz, MediaCom was victorious in the AB InBev review, earning the brewer's U.S. media planning and buying chores, representing some \$575 million in annual spending. He also lent a hand in successful bids for the Coca-Cola and Mars assignments.

The kind of confident but respectful comportment Jon showed in the PlayStation pitch is rare, and valuable, Toby Jenner, MediaCom Worldwide COO, observes. But Jon's rigorous approach to data and the insights it can provide have also been key in his contributions to more than \$3 billion in new billings overall.

When Jon landed at MediaCom in New York two years ago, he didn't have a choice but to hit the ground running, notes Toby Jenner. Still, in the AB InBev pitch, which focused on Bud Light, Jon's careful approach helped identify a midweek lag in beer consumption. That led to the creation of the concept "Whatever Wednesdays" around which the brand would plan midweek messaging.

The Sony pitch, meanwhile, was wildly complex, even labyrinthine, with five company divisions in play. With its "One Sony" brief, however, Jon came up with an idea to ensure that the company was taking into account in its media strategy its various constituencies – users of cameras as well as television sets, for example.

The two pitches were worlds apart, yet both are prime examples of how Jon's approach has helped drive substantial results for MediaCom.

Congratulations, Jon, on this well-deserved accolade.

Read the full article [HERE](#) on AdWeek.

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