

MediaCom tops RECMA global competitive report

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Jumps from fourth to first in RECMA Compitches 2013 report

MediaCom has been named as the most competitive global media agency in the latest report from RECMA, which evaluates the global media agency industry.

The 2013 Compitches Report, which analyses success in competitive pitches in 44 countries involving 700 different media agencies, revealed that MediaCom had taken the top spot.

MediaCom's success was not just confined to the last 12 months, however, with RECMA also ranking the agency as the most successful network over a three-year period, beating OMD, ZenithOptimedia, Carat and UM.

The agency has also widened the gap between its performance and those of its competitors with a significantly larger lead over competitors in second and third position in 2013 compared to that recorded in 2012 and 2011.

The agency's success in 2013 has been powered by a significant step change in pitch competitiveness across a wide range of markets.

Five markets were awarded an A+ grade for competitiveness, more than any other agency network: Colombia, France, Germany, Poland and the UK. Additionally a further 11 markets were given an A ranking: Austria, Czech Republic, Denmark, Hong Kong, Hungary, Indonesia, Netherlands, Portugal, Slovakia, Spain and Sweden.

This has helped the agency pick up a wide range of global and regional accounts including Sony Electronics and Danone in EMEA, ADT in North America, and Fonterra in APAC in the last 12 months alone.

"I am delighted that MediaCom have topped the table as the most competitive agency network globally; testament to the hard work, depth and breadth of services and expertise of all our people across the network. Our success in attracting new clients and extending our relationships with existing ones is built on our ever-evolving approach to media investment management by delivering the most relevant content, paid, owned and earned, in the most connected way possible." said Stephen Allan, Worldwide Chairman and CEO of MediaCom.

