

## The top global media agencies by new business wins in 2019

Omnicom's OMD came out on top for new business wins by a media agency in 2019 with a total of \$US2.27 billion, including \$US1.268 billion in retentions. Notable wins include the \$US1 billion Disney North American account, of which \$US700 million was retained, **according to the 2019 media agency New Business Barometer by Marcom research house COMvergence.**

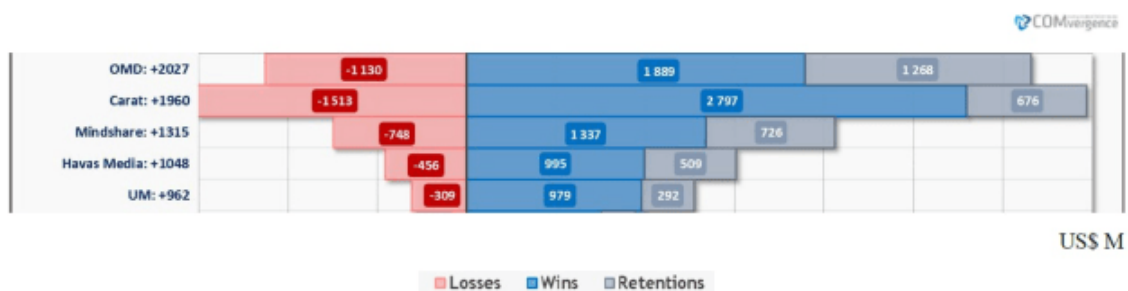
Others include several multi-country/global wins such as Allianz, Beiersdorf, Boehringer-Ingelheim Animal Health, Dr.Oetker, and the NFL US account.

Carat came in second with only \$US70 million lower than OMD's. Dentsu Aegis Network's main media agency network recorded the best net new business volume in 2019, excluding retentions.

Notable wins included the massive \$US2.25 billion P&G North America consolidated win along with several other multi-country/global wins such as Vodafone, Beiersdorf and Robert Bosch.

In third is Mindshare, followed by Havas Media in fourth, and IPG's UM fifth.

### COMVERGENCE GLOBAL NEW BUSINESS RANKING – MEDIA AGENCIES



**In 2019, COMvergence assessed 3,500 plus media account moves and retentions across 44 countries totalling \$US27 billion, 15% lower than in 2018.** The total represents about 14% of the global agency billings (\$US197 billion) studied by COMvergence.

In the global media agency groups, Dentsu Aegis Network jumped to the top position, from fourth place in 2018 among the big six groups, mainly due to landing the \$US2.25 billion P&G North America account (\$US1.9 billion of incremental billings) as well strong new business results across most markets.

WPP's GroupM was in second place for the third year in a row, with a small gap behind DAN. (\$US130 million), and Publicis Media third (from the leading position in 2018).

