

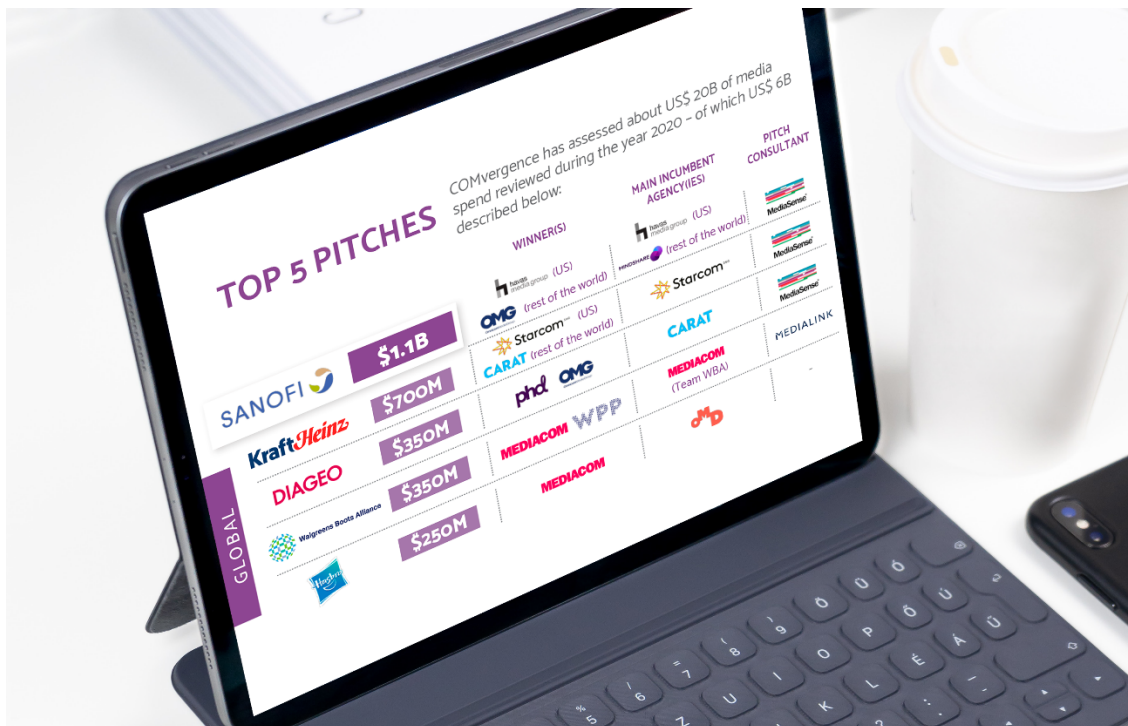


MediaSense[®]

By MediaSense
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<https://www.media-sense.com/2021/01/25/top-3-global-media-reviews-of-2020-managed-by-mediasense-comvergence-report-confirms/>

Top 3 Global Media Reviews of 2020 Managed by MediaSense, COMvergence Report Confirms



COMvergence has released its annual review of Global Media Pitches - recorded and assessed through its benchmark studies and analysis over 2020.

The key highlights present a unique overview of the major media pitch management projects, leadership changes, developments, achievements and agency acquisitions which have occurred in 2020.

























MediaSense are proud to have supported the three largest pitches in 2020 on behalf of Sanofi, Kraft Heinz and Diageo - the work representing over \$2 billion of media spend.

Although pitching during a global pandemic presented challenges for both brands and agencies, it also revealed a number of interesting lessons which we recently shared in this piece for Warc.

Our unique learnings from running large-scale global media pitches during COVID-19 are now being implemented into our processes for 2021 and beyond.

TOP 5 PITCHES

COMvergence has assessed about US\$ 20B of media spend reviewed during the year 2020 - of which US\$ 6B described below:

		WINNER(S)	MAIN INCUMBENT AGENCY(IES)	PITCH CONSULTANT
GLOBAL	 \$1.1B	  (rest of the world)	  (rest of the world)	
	 \$700M	  (rest of the world)		
	 \$350M	 		
	 \$350M	 	 (Team WBA)	
	 \$250M			-