

KEY HIGHLIGHTS 2022

MEDIA & DIGITAL AGENCY NETWORKS

TOP PITCHES

COMvergence has assessed US\$27B of media spend reviewed during the year 2022 – of which a third is detailed below:

MAIN* WINNER(S) MAIN* INCUMBENT AGENCY(IES) PITCH CONSULTANT

Mondelez International

\$1.6B

SPARK
FOUNDRY
Team Pop

Wavemaker

CARAT
SPARK
FOUNDRY
Wavemaker

ebiquity

ABInBev

\$900M

Starcom
Rest of the World

iPROSPECT
Canada, Africa

Starcom
iPROSPECT

MEDIALINK

audible
an amazon company

\$500M

Wavemaker

SPARK
FOUNDRY
& Hearts & Science

ID COMMS

Nike

\$450M

PMG
US
Initiative
Rest of the World
MINDSHARE
China

Wieden Kennedy
MINDSHARE

R3

vodafone

\$425M

CARAT

CARAT

ebiquity

*Only networks that handle a decent part of the media account are included

TESCO

UK, Ireland, Czech Rep, Hungary, Slovakia
\$375M

essence
mediacom
MINDSHARE
Ireland, CEE

mediacom
MINDSHARE

None

BMW

Europe
\$350M

iPROSPECT
offline
MEDIAPLUS
digital

Initiative
Wavemaker
offline
MEDIAPLUS
digital

ebiquity

LVMH
MOËT HENNESSY, LOUIS VUITTON

UK, France
\$345M

PUBLICIS
LUXE

KR Wavemaker
mediacom

ID COMMS

ALDI

UK, Ireland, USA, Australia
\$200M

Starcom

UM

pwc

KINGFISHER

UK, Ireland, Poland
\$90M

dentsu
MINDSHARE
Ireland

Wavemaker
MINDSHARE

ebiquity

L'ORÉAL

\$975M

OMG
Beauty Co-Lab

Wavemaker
In-house
(retail media)

R3

rbi
restaurant brands international

\$515M

phd

horizonmedia

ID COMMS

Liberty Mutual
INSURANCE

\$450M

Initiative

Initiative

None

DISCOVER

\$425M

MINDSHARE

dentsu
SPARK
FOUNDRY

M

KOHL'S

\$275M

horizonmedia

Zenith

SELECTRESOURCES
INTERNATIONAL

Total Net Media Spends are based on net offline monitored spend + COMvergence digital media spend estimates

APPOINTMENTS OF GLOBAL HEADS

MINDSHARE

Marc Heap
EMEA CEO

essence mediacom

Nick Lawson
Global CEO

Marina Gunter
LATAM CEO

mSix & Partners

Jack Swayne **Kim Sivillo**
Global CEO North Am. CEO

Tim Irwin
EMEA CEO

Rupert McPetrie
APAC CEO

media.monks

Melissa Wisheart
Global Head of Media

REPRISE

Jarrod Martin
Global CEO

phd

Toby Hack
EMEA CEO

Initiative

Dimitri Maex
Global CEO

Will Spence
Global COO

OMP

Charlotte Lee
APAC CEO

Blake Cuthbert
EMEA CEO

iPROSPECT

Josh Dwiggins
Global Chief Client and Strategy Officer

Shenda Loughnan
Global MD

MAJOR DEVELOPMENTS ACHIEVEMENTS

ASSEMBLY

by combining it with sibling shop ForwardPMX, Stagwell has unveiled a fresh brand identity for the operation which continues under the Assembly banner. The refreshed identity will be uniform across the more than 30 markets Assembly serves worldwide, with a staff of more than 1,500.

CARAT

taking its Designing for People positioning to the next level globally. Which has created growing momentum in 2022 with +130 successful pitches, retaining and growing partnerships with Vodafone, Pandora, Santander, and delivering significant local wins, including P&G Thailand, Direct Line Group UK, and UniCredit Europe.

dentsu

recognised as Media Agency Network of the Year in the EuroBest awards. Agency integration in the US, coupled with strong global client growth including McCormick & Co., Santander and Scenic group helped cement its fastest growing global media agency accolade for the fourth consecutive year.

Digitas

was named Ad Age's Data & Insights AOY, Campaign U.S. Brand Experience AOY and featured in Gartner's Market Guide for Global Digital Marketing Agencies. We won a Tribeca X award for our work with Sephora and welcomed new clients like Crocs globally, NCL and Therabody.

essence mediacom

Essence and MediaCom are joining forces to launch an innovative and new global agency designed to help clients grow in a rapidly evolving media landscape. EssenceMediaCom will infuse the digital strategy, data-driven creative, analytics, and technology capabilities of Essence with MediaCom's world-class scaled multichannel, audience planning and strategic media expertise.

Hearts & Science

Debuted a new customer-centric planning process called Emotional Velocity. The process leverages Omnicom's Omni data advantage to reveal deeper consumer insight, maximizing brand love and accelerating outcomes on behalf of its clients.

Initiative

In the last three years, Initiative has been named one of the world's fastest growing media agencies. In 2022 alone, Initiative increased their billings by 44% through organic and new growth with clients like Nike and AWS and retained all of their global clients, including key client expansions with Merck.

iPROSPECT

further solidified its position as an end-to-end digital-first media agency with key global account wins of Pandora and Zalando globally, BMW in EMEA, and Peloton, Sally Beauty, and Yahoo! in the US. Key appointments included Josh Dwiggins as Global Chief Client and Strategy Officer.

mSix & Partners

launched its evolved agency name of mSix&Partners: new agency positioning of Further, Faster & won more industry awards than ever before.

media.monks

In 2022, Media.Monks expanded on its media foundations with a focus on talent, technology, and global reach. Its fully transparent and ROI focused approach has seen major client wins, most significant of which is Estée Lauder North America.

MEDIAHUB

had its best year ever with organic growth, and another strong year for new business winning Celebrity Cruise Lines, Lyft, Post, Topgolf, and LegalShield, to name a few. Launched new divisions across technology automation, media equity, advanced video, and metaverse & web3.

MEDIAPLUS

is the largest independent, internationally operating agency group, unique in its agility and client-centricity due to its partner-managed structure. As part of the House of Communication, Mediplus think holistically, beyond media. Mediplus has been awarded Independent Agency-of-the-Year by Festival of Media.

MERKLE

was awarded the MediaPost Performance and Search Agency of the Year for the 4th time in six years, demonstrating the continued market leadership and innovation when it comes to driving business outcome using advanced first-party data solutions. Media Storm was also fully integrated into the agency to further drive scale across all its full funnel capabilities.

MINDSHARE

Good Growth market leading services: a Precisely Human planning suite that fuses empathy with accuracy data to drive brand growth; a new measurement tool that assesses the effectiveness of creative on Facebook and Instagram; a content 'Toxicity Index' tool to help brands decide where to advertise, and a new Media Decarbonization Framework."

OMP

efforts to deliver business transformation & digital leadership have been recognised as market leading and are ranked #1 media network by industry bodies, including COMvergence, Forrester, Cannes Media Lions and the Effies.

Performics

continued its momentum by driving outcomes across industry-leading solutions - Performance Content, Outcomes Analytics, Intent-Based Marketing. In addition to scaled assignments from clients like Microsoft, Performics welcomed Bank of Queensland, First Republic Bank, BJ's Wholesale Club, and Pernod Ricard in the US.

PMG

the 12-year-old independent agency, based in Fort Worth, Texas, won Nike's North America media business. PMG has offices not just in Fort Worth, but also in Austin, Dallas, Atlanta, Cleveland, London and New York, and has grown from 470 employees in 2021 to over 600 employees in 2022.

phd

#1 ranking for net new business (Q1-Q3 2022, COMvergence) with wins including Chanel and Ekaterina Teas is driven by our 'Make the Leap' vision. Core to PHD's proposition is the 'Shift: Future Capabilities' programme, which enables clients to understand how marketing is changing, and identify emerging roles to drive future outcomes.

SPARK

this year will be the strongest annual performance in the agency's history. With nearly \$1B in global wins, Spark delivered 17% annual growth due to strong organic and topline wins including Mondelez and Brown-Forman global expansion, and significant gains on key accounts such as Walmart, Meta, KFC, Taco Bell, Uniqlo, and Starbucks.

Starcom

continued its momentum in 2022. The agency added close to \$1B in new business from clients like ABI, ALDI and McDonald's, and retained NEOM among others. The agency garnered over 85 industry awards and added over 500 people to its headcount.

UM

ranked among top 10 FORTUNE best workplaces in advertising & marketing. Also in the US, the agency has launched UM Commerce, a reflection of the growth in commerce media that has spurred its media spend growth from \$125 million in 2019 (before the pandemic) to around \$1 billion today.

Wavemaker

strong delivery of both Big network (Danone, Mondelez, Paramount+) and New Economy (Audible, Riot Games, TikTok). Launched first of its kind Amazon insights platform, Audience Galaxy in a bespoke partnership with Amazon. won 306 awards including the Titanium Lion for Mondelez



















Zenith

had a strong 2022, with significant business growth and 100% retention of global clients. Welcomed new global partner Swarovski, extended global relationships with Essity and LVMH, and won a defining local partner, Lloyds Banking Group in the UK.

KEY HIGHLIGHTS 2022








MEDIA AGENCY GROUPS/HOLDINGS

GLOBAL HEADCOUNT AND BILLINGS

  41,000 employees  61.6B of billings	  23,000 employees  43B of billings	  23,000 employees  38.1B of billings	  46,000 employees  29.5B of billings	  14,800 employees  21.5B of billings	  11,515 employees  11.2B of billings
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Final 2021 Global Billings figures were released by COMvergence in June 2022

95 MARCOM AGENCY ACQUISITIONS

Deloitte. 10 (4 in 2021) including Nubik (100 staff)	accenture 7 (21 in 2021) including Sentia (650 staff)	OmnicomGroup 5 (6 in 2021) including TA Digital (850 staff)	Capgemini 3 (2 in 2021) including Rufus Leonard (70 staff)	 2 (4 in 2021) including Fanbytes (60 staff)	NEXT15 1 including M&C Saatchi Group (2,400 staff)
HAVAS GROUP 9 (4 in 2021) including Tinkle (200 staff)	WPP 7 (5 in 2021) including Corebiz (600 staff)	 4 including Venerate Solutions (160 staff)	 3 (12 in 2021) including TheoremOne (370 staff)	IPG Interpublic Group 2 (3 in 2021) including RafterOne (500 staff)	ADK< 1 including Rage Communications (295 staff)
 8 (6 in 2021) including Profitero (300 staff)	dentsu 6 (2 in 2021) including Extentia (750 staff)	McKinsey&Company 3 (2 in 2021) including S4G Consulting (160 staff)	ARTEFACT 2 (1 in 2021) including Arca Blanca (60 staff)	LABELIUM 2 including 1000heads (170 staff)	 1 (1 in 2021) including Acorn Intelligence (20 staff)
THE STAGWELL GROUP 8 (1 in 2021) including Brand New Galaxy (600 staff)	 5 including Fabernovel (450 staff)	 3 (1 in 2021) including Kingdom Digital (155 staff)	INNOCEAN WORLDWIDE 2 (1 in 2021) including Canvas World-wide (CWW) (505 staff)	IBM 1 (6 in 2021) including Neudesic (1,470 staff)	msq 1 (4 in 2021) including Miri Growth (40 staff)

APPOINTMENTS OF GLOBAL / REGIONAL HEADS

 Nicolas Bidon Global CEO (NEXUS)	 Jane Lin-Baden APAC CEO Loris Nold EMEA CEO	 Ralph Pardo North Am. CEO Clare Ritchie Global Head of Programmatic & InHousing	 Robert Habeck Global Chief Client Experience Officer Kate King Global Chief Talent Experience Officer	 Eileen Kiernan Global CEO Justin Wroe Global Chief Transformation Officer	 Peter Mears Global CEO & Chairman Havas (NA Village) Greg James Global Chief Transformation Officer
	Talia Raviv Global CEO of PMX & Media Operations	Robert Miller Global CMO Robert Gilby APAC CEO (dentsu)	Jacki Kelley Americas CEO & Chief Global Client Officer	Lynn Lewis Global CMO	Mark Bauer EVP, Global Head of Client Leadership

MAJOR DEVELOPMENTS / ACHIEVEMENTS

havas media group First agency network to implement attention data into planning tools on a global scale, enabling investment in attentive, sustainable, and economic media exposures. Havas Market, strategic full-service e-commerce offering, continued its growth in 2022 by accelerating its global expansion to offer its services in more than 20 countries.

PUBLICIS MEDIA Publicis Media had another strong year with \$3.3B in total new business value in 2022. The Group scored the highest rating possible in the Forrester Media Management Wave, and reinforced its leadership with Talia Raviv's appointment overseeing global media operations, bringing a product-first mindset across media strategy, and trading and operations.

dentsu The group's evolution continued with the formation of Dentsu Creative, launched at Cannes Lions, bringing together all creative agencies into one network, and winning agency of the year. Announced the next step towards "one dentsu", the integration of dentsu international and dentsu Japan, blending Japanese innovation with a true global perspective.

MEDIABRANDS saw significant new business wins including Nike, AWS, Grubhub and Dyson. Transformed industry leading Media Responsibility Index™ into an actionable toolset for responsibility-based planning. Struck exclusive partnerships with Newsguard and Scope3. Doubled down on Commerce, experiencing impressive growth across capabilities and solutions globally.

OMG led the industry in 2022 net new business volume, adding more than \$2B in billings – including two of the biggest US pitches of the year – L'Oréal and Restaurant Brands International. OMG also had the industry's best retention rate – 98% – with clients like Volkswagen Group and SC Johnson extending their contracts; and expanded its capabilities imprint with the global launches of connected-commerce consultancy, Transact and cloud consultancy, TRKKN. Named a "leader" in a 2022 Forrester analysis of global media agency groups.

groupm GroupM remains the largest media holding company in the world, ranking #1 in 54% of measured markets with over \$2B in client retentions and over \$3bn in new client wins during 2022. The group stood up its Premium Marketplace to help overcome brand safety and fraud risks in digital supply chains, introduced a global framework for media decarbonization and transformed its business to accelerate innovation with the introductions of EssenceMediacom and GroupM Nexus.