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AdNews

<https://www.adnews.com.au/news/comvergence-australia-s-top-media-agencies-by-new-business-wins>

COMvergence - Australia's top media agencies by new business wins

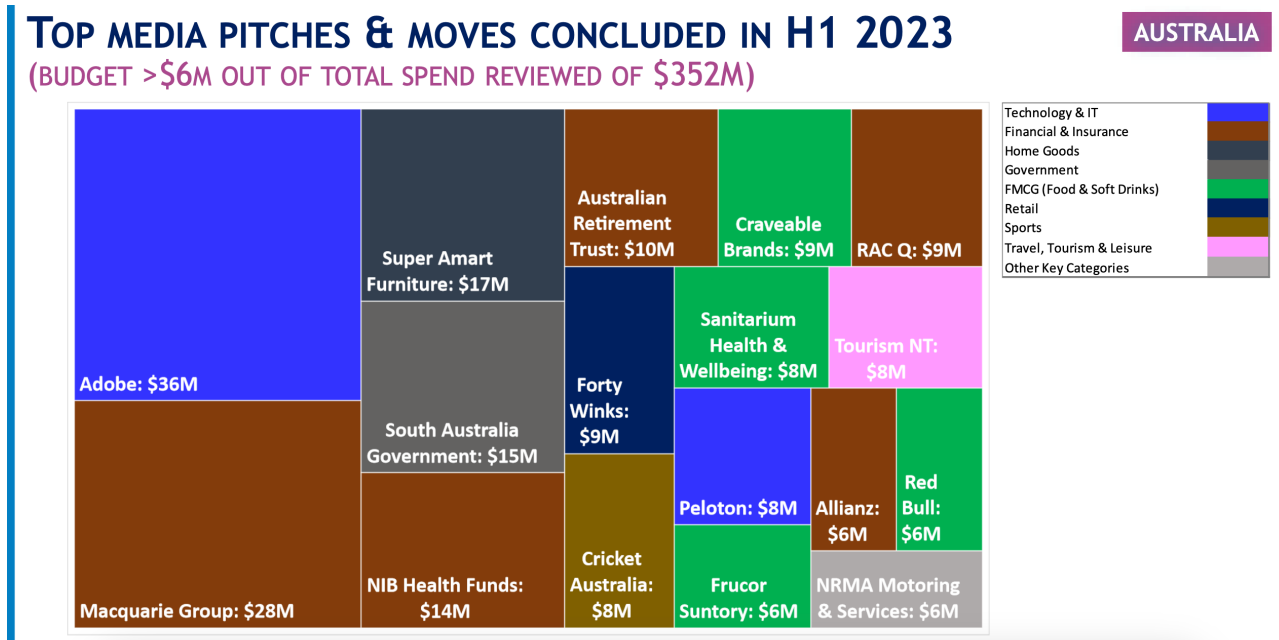
Zenith, Wavemaker and Atomic 212 are the top media agencies by new business wins, according to COMvergence's new business barometer for H1 2023.

According to the report from COMvergence, which tracks the global marketing communications industry, Australia has had 109 account moves and pitches for first half of 2023 - 55 have been won/retained by media agency networks and 54 by independents/in-house/non network agencies.

In total the accounts up for pitch were worth \$352M in media billings with \$68M from global & multimarket pitches, \$284M local pitches and \$63M in retentions.

The five biggest pitches in this period have been Adobe \$36M, Macquarie Group \$28M, Super Amart \$17M, SA Government \$15M and NIB Health Funds \$14M.

The full list includes:



Based on the total new business values the top media agencies are:

NEW BUSINESS RANKING H1 2023 BASED ON TOTAL NEW BUSINESS VALUES

AUSTRALIA

RANK	MEDIA AGENCIES	TOTAL New Business incl. retentions in \$US M	LOSSES		NEW CLIENT WINS		RETENTIONS		NET New Business excl. retentions in \$US M	
			#	Total Spend in \$US M	#	Total Spend in \$US M	#	Total Spend in \$US M		Retention Rate
1	Zenith	+45	2	-8	8	53	-	-	-	+45
2	Wavemaker	+43	2	-9	7	36	2	15	64%	+27
3	Atomic 212	+24	-	-	5	13	2	11	100%	+13
4	OMD	+20	4	-12	2	21	2	10	47%	+10
5	Bohemia / M&C Saatchi	+14	-	-	3	14	-	-	-	+14
6=	Initiative	+13	3	-8	3	17	1	4	33%	+9
6=	Spark Foundry	+13	1	-6	2	19	-	-	-	+13

Interestingly Atomic 212° is the only independent agency to make it on the rankings, and ranked third overall the agency it ahead of many multinational media agencies.

For media agency networks:

NEW BUSINESS RANKING H1 2023 BASED ON TOTAL NEW BUSINESS VALUES

AUSTRALIA

RANK	MEDIA AGENCY GROUPS	TOTAL New Business incl. retentions in \$US M	LOSSES		NEW CLIENT WINS		RETENTIONS		NET New Business excl. retentions in \$US M	
			#	Total adspend in \$US M	#	Total adspend in \$US M	#	Total adspend in \$US M		Retention Rate
1	Publicis Media*	+65	+3	-13	+13	+79	-	-	-	+65
2	GroupM	+38	7	-28	9	37	3	29	51%	+9
3	Mediabrand	+6	+7	-28	+10	+29	+1	+4	13%	+2

*Publicis Media's Total New Business Value includes the global win of Pfizer-handled by a standalone unit 'Publicis Lifespeed' within Publicis Media), and the global win of Wella Digital-handled by Digitas, as well as the global win of Western Union- handled by Performics.

**OMG's Total New Business Value includes the win of David Jones – handled by Resolution Digital