

KEY HIGHLIGHTS 2024

MEDIA & DIGITAL AGENCY NETWORKS



TOP 5 PITCHES

COMvergence has assessed US\$35B of media spend reviewed during the year 2024 – of which a third is detailed below:

TOTAL NET MEDIA SPEND \$M	MAIN WINNER(S)	MAIN INCUMBENT AGENCY(IES)	PITCH CONSULTANT
3,500			
2,400			
2,200			
450			Internal
420			

GLOBAL

TOTAL NET MEDIA SPEND \$M	MAIN WINNER(S)	MAIN INCUMBENT AGENCY(IES)	PITCH CONSULTANT
650			
550			
390			
370			
260			

MULTI-MARKET

TOTAL NET MEDIA SPEND \$M	MAIN WINNER(S)	MAIN INCUMBENT AGENCY(IES)	PITCH CONSULTANT
590			Internal
450			MEDIALINK
430			Internal
400			MEDIALINK
375			

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

MAJOR APPOINTMENTS

OF GLOBAL/REGIONAL HEADS

ASSEMBLY

Keisha Brescia, Global Chief Transformation
Andrea Timmerman, Global Chief
Tim Lipka, Global Chief Product Officer
 Client Officer

brainlabs

Sean Seamer, Global COO
Sue Unerman, Global CSO
Liz Yoselowitz, Global CMO

CARAT

Anna Campbell, Global MD

DIGITAS

Sam Hawkey, EMEA CEO

Initiative

Jim Dravillas, Global Chief Product Officer

IPROSPECT

Amy Watt, Global MD

MEDIAHUB °WW

Nicole Estebanell, U.S. CEO

MEDIAPLUS

Karin Immenroth, Chief Data Officer
Christian Heß, Managing Director
 LAYA Group

PHD

Vincent Rebeix, Global COO
Rohan Tambyrajah, Global Chief
 Experience Officer
Susanne Grundmann, EMEA CEO
Eileen Ooi, APAC CEO

PMG

Adam Kasper, VP of Client
 Strategy Group

PUBLICIS COLLECTIVE

Angela Steele, US CEO

starcom

Shelby Saville, US CEO

UM

Susan Kingston-Brown,
 Global Brand President
Rob Hersey, Global Chief
 Creative Officer

MAJOR DEPARTURES

OF GLOBAL/REGIONAL HEADS

essencemediacom

Nick Lawson, Global CEO
Peter Wade, Chief Financial
 Officer

MAJOR DEVELOPMENTS / ACHIEVEMENTS

ARENA MEDIA achieved significant growth and new client wins by shaping trends through continuous innovation, seamlessly blending creativity with attentive listening to transform data into actionable insights.

brainlabs excels with its high-performance approach to media, winning Google's Agency Excellence Awards for Creative Coverage (EMEA) and Measurement Solutions (ANZ), and Microsoft's Performance Partner of the Year (APAC). In NA, the agency was named one of Adweek's fastest-growing, large agencies.

CARAT As pioneers of building modern businesses in media Carat's momentum continued in 2024; expanding their Pernod Ricard relationship (EMEA, China), gaining recognition in WARC 100 List, and winning Effies for Kraft Heinz across EMEA, a Cannes Lions with IKEA in Canada and Campaign's Ad Net Zero for Sustainability with Vodafone.

dentsu X earns Spikes Asia Best Integrated Media Agency. Named gold and silver winners at Campaign SEA 2024, Gold OMMA, and finalists in Shorty's and Global Search Awards. Dentsu X was also named MyImage Bureau best media agency (DK), Campaign Asia Media Agency of The Year (TH).

DIGITAS was named a Top Global Media Network at Cannes Lions 2024 and a Top Global Creative Network by Campaign UK. With new talent like Sam Hawkey, EMEA CEO, Ali Amarsy, NA Chief Strategy Officer, and its Digitas AI product suite, the agency expanded its growth in specialty services.

essencemediacom highlights include extending their relationships with adidas, NBCU, and Richemont, supporting growth with WPP-wide clients including Google via Media Futures Group and Coca-Cola's OpenX. Recognised by its clients as best-in-class, winning awards including P&G's Business Excellence Partner. Major local wins with VW Japan, HSBC HK and Allianz Brazil.

HAVAS Media solidified its position, earning recognition for excellence in key markets. With innovative strategies, impactful campaigns, and new client wins, it demonstrated expertise in delivering meaningful media experiences while continuing to foster strong client partnerships worldwide.

Hearts & Science transforms data signals into meaningful connections between brands and consumers that drive exponential growth. Hearts & Science leverages OMG's Agency as a Platform approach to re-code the media experience and drive better performance at scale.

Initiative secured major wins, including Volvo (Global), Get Your Guide, Truth Initiative (US), Edeka (DE), Dulux (Australia), and Ecotone (UK), while retaining AWS, ING, Unilever Brazil while expanding in Canada and North Africa. Initiative earned Network of the Year in the US, LATAM, and Canada, won Grand Prix Campaign of the Year, and launched Fame & Flow by CEO Dimitri Maex and CSO Jonathan Rigby.

IPROSPECT enjoys global momentum with new proposition, Accelerating Brands that Shape the Future. In APAC, they won Campaign AOY, and Golds at the ecommerce and ADM awards. In Europe, the Effie Grand Prix for IKEA and IPA Gold for L&D. Clients like Netflix, eBay and Carlsberg driving agency's performance brand-building prowess.

KINESSO launched Interact, its connected, shared platform that enables audience-first, end to end campaign planning and activation. In addition, the agency launched Experimentation Lab, a hub for data-driven testing and innovation. It also acquired Intelligence Node, enhancing its AI-powered analytics capabilities. These advancements solidified its leadership in delivering transformative, technology-driven marketing solutions.

localplanet proudly celebrates the achievements of its member agencies in 2024, particularly across Benelux, France, Germany, the UK, Australia, the Nordics, and the USA. Major wins, including RONA, Lidl, BRP, Spotlight Retail Group, and Svenska Spel, highlight Local Planet's global leadership in independent media excellence.

T&Pm 2024 saw the launch of T&Pm, merging The&Partnership and mSix&Partners to deliver unparalleled AI-powered, fully integrated media and content solutions. Their 'Amplified Intelligence' bespoke training programme upskilled all their employees globally, driving market-leading innovation and award-winning results. WPP acquired remaining shareholding becoming full owner in November.

MEDIAHUB °WW As the agency integrated further within IPG Mediabrands, it continued its global expansion, growing to 22 locations, and was awarded Adweek U.S. Media Agency of the Year 2024. Other key wins include Hasbro (28 markets), Kraken (12 markets), Etsy (US), Little Caesars (US), PepsiCo (LATAM), Cencosud (LATAM), Value Retail/The Bicester Collection (EMEA), and Nord Anglia (UK).

MEDIAPLUS the fastest-growing international media agency, drives global growth with wins like E.ON and Bosch, expansions in the UK, Spain, and France, and the acquisition of LAYA Group. Leveraging AI-driven solutions and recognition as #3 Cannes Media Network, Mediaplus maintains its position as the leading global independent media agency.

MINDSHARE has been recognised with over 600 global, regional and local awards. #1 Agency in 2024 WARC Media 100 and 2024 WARC Effective 100. MMA Smarties Global, North America and APAC Agency Network of the Year. Retained Unilever worldwide adding the US commerce remit, and expanded their Nestle relationship.

OMP is the world's largest media agency and a global media and marketing powerhouse. OMD leverages OMG's Agency as a Platform approach to create what's next with media solutions that transform your business creatively, culturally, and commercially.

Performics is the full-funnel digital-first capability for Publicis. With 14K+ experts, they power performance for clients in 60+ markets. In 2024, Performics integrated E2E digital services across media, data and technology, earning performance agency of the year at PMW and Smarties, and securing GMP and other tech partners statuses.

PHD is a global media and marketing communications agency engineered for connected intelligence. Bringing together the industry's best talent and Omnicom's market leading technology to create seamless consumer experiences that help our clients outthink, outpace, and outgrow their competition. In 2024, PHD ranked #1 on the COMvergence new business charts.

PMG is an independent global marketing company integrating creative, media, data, and technology. Built for brand transformation, PMG helps businesses grow today and scale for tomorrow, partnering with ambitious brands like Apple, Nike, ServiceNow, and Whole Foods.

PUBLICIS COLLECTIVE announced new CEO Angela Steele and appointed Ben Ochnio to Chief Operating Officer. Collective continues to focus on deepening the connection between data, tech, AI, and media, powering better business outcomes for its clients. The agency expanded its team by 200+ expert practitioners in 2024.

SPARK achieved over \$1B in new billings for the third consecutive year and double-digit growth for the fourth year, fueled by their «Spark Plus» process integrating data-tech for impactful results. They've restructured around a new "Design" practice, hiring a Chief Design Officer to lead innovative audience-driven brand experience strategies.

starcom secured \$1.3 billion in new global business and won 118 awards this year, including top rankings at Cannes Lions and WARC. Shelby Saville becomes U.S. CEO, bringing 20+ years of Publicis experience.

UM Ad Age's Media Agency of the Year and Campaign's Silver Global Media Network of the Year, UM won/retained 150+ accounts across regions, including expanding Levi's from US/LATAM to Global. Regional new business highlights include: HelloFresh, Lyft, Triumph International, Norwegian Cruise Line, Saudi Tourism Authority, Telmex. UM's Commerce offering increased billings to \$3B+.

Wavemaker Significant growth without major losses, including Honor, Henkel, China Mobile and Mercedes China. Outstanding year for client work, racking up 440 awards including Cannes Lions Titanium Grand Prix for DoorDash. From AI recruitment for the Royal Navy to drone shows for Skechers, innovation thrived. Eight 'Agency of the Year' wins, plus APAC 'Network of the Year'.

Zenith excelled in 2024, achieving double-digit growth driven by global and regional wins and expansions. Success was fueled by digital centralisation, commerce, and transformative AI tools, including MIA for audience optimisation, ZOE for campaign analysis and insights, M-Dynamic for automating media workflows and dedicated AI-media agents enhancing strategy and decision-making.

KEY HIGHLIGHTS 2024

MEDIA AGENCY GROUPS & HOLDINGS



HEADCOUNT & BILLINGS

	EMPLOYEES (2024)	BILLINGS (PROJ. 2024)
groupm	41,000	\$62.4B
PUBLICIS MEDIA	31,700	\$52.6B
OMG	27,000	\$44.8B
dentsu	18,600 ¹	\$26.7B
THE MEDIABRANDS	18,500	\$26.2B
localplanet	12,300 ²	\$16B
HAVAS Media Network	10,000	\$11B
STAGWELL	5,000	\$5B
MEDIAPLUS	3,200	\$3.1B

60 MAJOR MARCOM ACQUISITIONS

STAGWELL 10 (6 in 2023) incl. UNICEPTA (700 staff)	SERVICEPLAN 3 (1 in 2023) incl. Total Media Group (260 staff)	Attivo 2 incl. Hill Holliday (350 staff)	Deloitte 2 incl. Giant Machines (50 staff)	Cheil 1 (1 in 2023) incl. g-Innovations (90 staff)	BAIN & COMPANY 1 (3 in 2023) incl. PiperLab (40 staff)
accenture 9 (14 in 2023) incl. Navisite (1,500 staff)	OmnicomGroup 3 (8 in 2023) incl. IPG (57,400 staff)	IPG 2 (1 in 2023) incl. Intelligence Node (120 staff)	informa 1 incl. Ascential (700 staff)	ASCENTIAL 1 (1 in 2023) incl. Effie Worldwide (60 staff)	horizon media 1 (1 in 2023) incl. PiperLab (40 staff)
PUBLICIS GROUPE 7 (7 in 2023) incl. Mars United Commerce (1,000 staff)	IBM 2 (4 in 2023) incl. HashiCorp (275 staff)	WPP 2 (7 in 2023) incl. New Commercial Arts (90 staff)	dentsu 1 incl. Mitsue-Links (180 staff)	incl. Hardhat (40 staff)	
HAVAS 6 (10 in 2023) incl. Liquid (105 staff)	msq 2 incl. UDG (350 staff)	ARTEFACT 2 incl. Brainfood (60 staff)	brainlabs 1 incl. Sparro (110 staff)	nunn media 1 incl. Indago Digital (30 staff)	

MAJOR APPOINTMENTS OF GLOBAL/REGIONAL HEADS

dentsu

Steve Simpson, President Data, Audiences & Technology
Sean Reardon, CEO dentsu Americas Media Practice
Ana Pak, Global Head of Product Strategy & Enablement

HAVAS Media Network

Joanna Lawrence, Global Chief Strategy Officer
Dan Hagen, Global Chief Data & Technology Officer

THE MEDIABRANDS

Dimitri Maex, Global President
Melissa Gordon-Ring, President (Mediabrand Health)
Carlos Rojas Girao, CEO, LATAM and Mexico

groupm

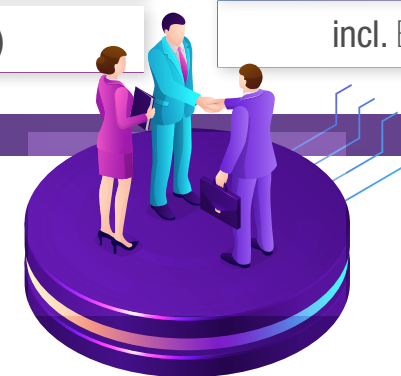
Brian Lesser, Global CEO
Toby Jenner, Global President (GroupM Clients)
Hamish Davies, Global Chief Growth Officer

OMG

Megan Pagliuca, Chief Product Officer, North America
Katie Klein, Chief Investment Officer, North America

PUBLICIS MEDIA

Dave Penski, Global Chief Executive Officer (Publicis Connected Media)
Gerry Boyle, Global Chief Client Officer
Kerry Bianchi, Global COO
Rohan Philips, Global Chief Solutions Officer
Chris Boothe, US CEO
Lalatendu Das, South Asia Chief Executive Officer



WPP

Anna Hickey, Global Client President (WPP OpenDoor, bespoke unit for Amazon)

MAJOR DEPARTURES OF GLOBAL/REGIONAL HEADS

dentsu

Michael Komasinski, CEO Americas

groupm

Christian Juhl, Global CEO

MAJOR DEVELOPMENTS / ACHIEVEMENTS

dentsu renewed its commitment to driving outcomes for clients through new approaches, with the launch its integrated, go-to-market, Innovating to Impact. Alongside this, dentsu announced the global expansion of Dentsu Lab, its pure R&D unit founded in Tokyo in 2014. New Labs include London, Bengaluru and Warsaw.

groupm 2024 was a transformational year for GroupM with Brian Lesser appointed as Global CEO. Pioneering operating system Open Media Studio and integrated end-to-end process rolled out globally. Game-changing wins of Amazon, J&J and Henkel, and re-appointed by Unilever and Honor. Led WARC Media 100 and Effective 100.

HAVAS Media Network 2024 was a year of growth and innovation, powered by Converged, Havas' unified strategy. The group welcomed new clients, earned industry recognition, and delivered meaningful outcomes by strengthening its new core capabilities—Havas Market, CSA, and Havas Play—across e-commerce, data and technology, and content/activation.

THE MEDIABRANDS Secured significant new business wins globally, including Volvo, Ulta Beauty, Amgen, Edeka, Hasbro, Little Caesar's, and IBM, while retaining key accounts such as AWS and ING. Established IPGMB Health to scale sector expertise and accelerate growth. Spearheaded the development and launch of Interact, Interpublic's cutting-edge marketing engine, in collaboration with Axiom. Introduced industry-first partnerships with Vudoo and Zefr, enhancing investments in commerce and brand safety, respectively.

OMG led the industry in 2024 in total new business volume (incl. retentions) and was named a leader in the Forrester Wave. Its leading capabilities and Agency as a Platform (AaP) approach fueled a \$7 billion winning streak, and the highest retention rate (85%) among all groups. Version 3.0 of its open operating system Omni was launched seeing the inclusion of Omni AI Assist (a virtual assistant leveraging generative AI), the integration of Flywheel Commerce Cloud and scaled AI content production & DCO. OMG's Influencer solution Creo was also launched globally.

PUBLICIS MEDIA had a strong 2024, retaining leadership in the Forrester Wave for Media Management Services. Through acquisitions of Influential and Mars Commerce, and the creation of Connected Media with Epsilon and PDX, the group is redefining media by integrating touch points, driving hyper-personalized experiences, and delivering transformative business outcomes.

STAGWELL On its Q3 earnings call, Stagwell reported year-over-year revenue growth of 15% to \$711 million. Performance was led by 25% growth digital transformation, thanks to the Stagwell Marketing Cloud, seven new acquisitions, and the use of AI, as well as the rise of AI-related projects. Stagwell also surpassed \$350 million in net new business in 2024, thanks to big wins like Adobe and GM. The holding company also expanded its relationship with clients including United and Microsoft.

(1) This number reflects dentsu Media (excluding Japan)

(2) Local Planet is the largest privately owned global media agency network, formed by leading independent, privately owned media agencies from across the globe