

Five new business wins in Australia for MediaCom

MediaCom has unveiled five new wins for its Australian offices, adding nearly AUD\$55m to its total billings, in the last three months. The agency has been appointed to work on consumer health and personal care company PharmaCare Laboratories, SEEK, an online employment brand, The Iconic, an online retailer, and retailer Chemist Warehouse.

MEDIACOM

MediaCom will share media planning and buying tasks on Chemist Warehouse with Quattro Group.

Most recently, MediaCom has extended its relationships with family entertainment company Merlin Entertainments to include Melbourne Aquarium and UnderWater World on the Sunshine Coast with immediate effect. MediaCom started working with the company's Sydney-based attractions at the start of 2012 and won the consolidated account without a pitch. The business will be led by the agency's specialist The Entertainment Division.

Under new leadership

The wins underline the strong performance of the agency in Australia under the leadership of new CEO Mark Pejic, who took on the top job in January 2012 and with the support of Toby Jenner, chief operating officer for APAC and executive chairman, MediaCom Australasia.

"Our Australian office has been a powerhouse of growth for Asia. These five impressive wins shows that we have not rested on our laurels but continue to work hard to maintain and improve our ability to provide Australian advertisers with the best possible advice and implementation," said Jenner.

MediaCom Australia was named Agency of the Year by AdNews, B&T and Campaign Asia Pacific in 2011.