

Hello, we are EssenceMediacom

Creating breakthroughs for brands in an age of new possibilities

We are delivering a new type of agency that finds opportunities for clients and helps them grow and succeed.

We do this by creating breakthroughs for brands in the new communications economy. We discover the breakthroughs that brands need to win. The discoveries, experiences, invention, integration and impact that will make a difference to their business. We are built to keep pace with change, built on data and technology, built for people and algorithms, built around diverse capability, built to test and learn at scale and, crucially, built to evolve.

Breakthrough for Brands

Our people help some of the world's biggest brands utilise media to reinvent how they interact with consumers. Helping them understand new channels, new genres, new commerce platforms and new experiences.

Client focussed

We truly understand our clients' goals and objectives. Striving to become an extension of their business to drive them forward, from increasing interactions with Google to boosting brand recognition for iconic companies like Coca-Cola and driving sales for industry leaders like Dell.

A place to grow

Our people are key to decoding the intersections of culture, content, and technology. We are committed to building an agency that supports employees, puts diversity at the forefront, and creates opportunity for all.

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What we offer

Breakthrough

We empower clients to navigate the new communications economy and create opportunities. Driving value, competitive advantage, and innovation through our expertise, data, and technology.

Experiences

We help craft compelling and immersive brand experiences that resonate with consumers, leveraging digital-first strategies tailored to each channel.

Integration

We collaborate seamlessly with organisations of all sizes, leveraging a multidisciplinary approach and data-driven insights to tailor our services to each client's unique needs.

Discoveries

We uncover hidden growth opportunities by analysing data, testing hypotheses, and establishing industry-leading benchmarks.

Invention

We harness technology to enhance campaign effectiveness, developing data-driven solutions and proprietary tools that optimise consumer engagement.

Impact

Our people deliver tangible results that extend beyond media metrics, driving short-term performance and sustainable long-term growth through predictive analytics and data-driven decision-making.

We are part of GroupM and WPP

Collaboration with our WPP and GroupM networks, as well as our clients' agency partners, is key. This gives us access to the richest data sets and expertise in the world, allowing us to work in increasingly agile ways to provide a full scope of robust and innovative solutions to deliver exceptional breakthroughs.



120

Offices in 96 markets

From Auckland to San Francisco, from Cape Town to Reykjavik.

10k+

People globally

Helping to deliver media campaigns at scale for some of the world's biggest brands.



What is an agency but its people?

“Our culture of continuous learning means our people are always growing and pushing the boundaries of what's possible for our clients.”

Contact us

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Let's do breakthrough
together

essence**mediacom**