

MEDIACOM

NEWS

**MIX IT UP
IN THE PARTY
SEASON.**

MediaCom Ireland triumphs at Outdoor Awards

[AWARD WINNING](#) [CLIENTS](#)

13 OCT 2017

MediaCom Ireland won Gold for Best Newcomer at the 2017 Outdoor Advertising Awards for Schweppes.

Schweppes had not advertised in ROI for over a decade yet still held a dominant share of 61% in the mixer segment. Dominant though it was, its position was under threat. The mixer segment was growing with Nielsen figures displaying a 3.2% growth in the Carbonated Soft drinks market. As gin became the spirit of choice, growth in the segment was being driven by new “premium” new entrants such as Fever tree, who positioned themselves as the specialist’s choice. This was taking consumers directly from the Schweppes mix.

MediaCom’s ambition was to tackle these rising pretenders head-on, modernize the Schweppes brand to appeal to the new discerning gin-drinkers and re-ignite the brand’s iconic status.

The Outdoor Advertising Awards recognises and rewards advertisers and their agencies that have best used [OMA FORMATS](#) for ground-breaking, exciting, effective and impactful campaigns over the past two years. The award judges consider creative design and media planning in the judging process.



Pictured: Leah Hughes, Account Manager, MediaCom Ireland collecting the award for Best Newcomer at the 2017 OMA Outdoor Advertising Awards.

AWARD WINNING CLIENTS