

MediaCom bags 11 awards at Festival of Media APAC Awards



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MediaCom has secured four Golds, five Silvers and two Bronzes for its work across 10 different clients and seven markets at the Festival of Media APAC Awards.

The 11-trophy haul from 30 shortlisted entries, demonstrates the depth of world-class work being produced across the region, with Indonesia, the Philippines, Thailand, Vietnam and New Zealand featuring alongside the region's biggest markets China and India.

Gold winners were secured for Head & Shoulders and Burger King in Indonesia, Ariel in India and M.Y Sans Grahams in the Philippines. Silvers were awarded to Shell in Vietnam, Gillette in both India and Thailand, Dove in China and The Grinch in New Zealand. Bronze awards went to New Zealand AIDS Foundation in New Zealand and Five Gum in China.

“This is a huge performance from our teams across the region and a very welcome tonic when everyone needs a bit more good news! The breadth of awarded work underscores our ability to produce business boosting campaigns for any brand in any market. Congratulations to all our teams and our clients for backing innovative and daring solutions,” said Mark Heap, CEO of MediaCom APAC.

The full list of award winners is:

Gold Winners

Best Integrated Campaign – Sons Share The Load, Ariel, India

Best Launch or Relaunch Campaign – Whopper for Peace, Burger King, Indonesia

Best Local Brand Campaign – M.Y. Sans Grahams Recipe for Success, M.Y. Sans Grahams, Philippines

Best Local Execution of a Global Brand – Say It Proud, Head & Shoulders, Indonesia

Silver Winners

Best Communication Strategy – Forever Outriders, Shell Advance, Vietnam

Best Distribution and Amplification of Content – #Shaving Stereotypes Barbershop Girls, Gillette, India

Best Launch or Re-launch Campaign – How the Grinch won Christmas (Early), The Grinch, New Zealand

Best Local Execution of a Global Brand – Second Shave, Gillette, Thailand

Effectiveness Award – Dove Coffee Mate – Smart Data to Trigger Smart Sales, Dove,

China

Bronze Winners

Best Use of eSports – 2019 Five x KPL Annual Co-op, Five Gum, China

Best Use of Traditional Media, Out Of Home – Rules of a F***buddy, New Zealand AIDS Foundation, New Zealand