

MediaCom Colombia named agency of the year at Festival of Media LatAm Awards

AWARD WINNING

15 NOV 2016

MediaCom Colombia has been named Agency of the Year at the Festival of Media LatAm Awards 2016. The MediaCom network also won 11 other awards, including Campaign of the Year for its work with Huawei.

The Festival of Media LatAm Awards recognise excellence in media thinking in the region and celebrate the most innovative and effective work.

With 12 wins from 26 shortlisted entries, MediaCom's successes mark its best ever performance at the competition and its latest success story in Latin America. As recognised by RECMA, the network has the fastest growth in the region in 2016.

MediaCom's full list of winners is as follows:

Agency of the Year

- MediaCom Colombia

Campaign of the Year

- MediaCom Colombia | Huawei, The Day the Media Ran Out of Battery

Gold awards

- Creative Use of Media | MediaCom Colombia | Huawei, The Day the Media Ran Out of Battery
- Best Launch Campaign | MediaCom Colombia | Huawei, The Day the Media Ran Out of Battery
- Smart Use of Data | MediaCom Colombia | Ministerio del Interior, Men Free Banner

Silver awards

- Best Use of Traditional Media | MediaCom Colombia | Huawei, The Day the Media Ran Out of Battery
- Best Communications Strategy | MediaCom LATAM | Warner Bros, San Andreas
- Best Targeted Campaign | MediaCom Colombia | Ministerio del Interior, Men Free Banner
- Best Use of Programmatic | MediaCom Mexico | Coca-Cola, Precision with Scale
- Effectiveness Award | MediaCom Puerto Rico | Mars, Snickers Sintomas

Bronze awards

- Best Communications Strategy | MediaCom LATAM | Gillette Body
- Best Launch Campaign | MediaCom LATAM | Warner Bros, San Andreas

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