

The MediaCom logo is displayed in white, bold, uppercase letters on a red rectangular background.A small, white, horizontal line icon used as a category indicator.A photograph of four people on a stage. From left to right: a man in a black jacket, a man in a light blue shirt and white trousers, a woman in a yellow top, and a man in a black jacket and white trousers holding a glass award. The background is a blue screen with white text.

MediaCom crowned Media Network of the Year at Spikes Asia 2019

AWARD WINNING

27 SEP 2019

Network outperforms all other media agencies after picking up Media Grand Prix and Silver Award

MediaCom has been named media Network of the Year at the 2019 Spikes Asia Festival of Creativity. The awards, which honour the best creative work from across Asia Pacific, were held at a ceremony in Singapore last night. This year's success follows a strong performance at the shortlist stage, where MediaCom was the best performing media agency network in the media category with 5 shortlisted entries.

The most successful campaign from MediaCom Sydney in partnership with The Special Group, which picked up the Media Grand Prix and a Silver trophy, was for Uber Eats' Australian Open Ambush. A decorated campaign on a global stage, Uber Eats cleverly realised they could stand out from this crowd and grab the attention of the audience – by

blending perfectly in, with people thinking they've come back to the tennis, only to find an Uber Eats ad. It won in the Use of Brand or Product Integration into a Programme or Platform (Grand Prix) and Use of TV & Other Screens (Silver Spike).

MediaCom Philippines' Old Spice 'Summer Static Stations' was also shortlisted twice. A campaign which hijacked radio frequencies to play nothing but cool static sounds offering listeners the chance to escape the heat and 'outsummer' summer with Old Spice.

Mark Heap, CEO, MediaCom APAC, said "This is fantastic news! We're delighted to be named Spike Asia's 2019 Media Network of the Year across Asia Pacific. I'm hugely proud of the work we're doing across the region to effectively drive our clients' growth. Hot on the heels of being named M&M Global Network of the Year a few days ago, this is a great week for MediaCom and more proof that People First leads to Better Results!".

This result maintains MediaCom's impressive performance at global media awards competitions. It was recently named Global Agency Network of the Year at M&M Global Awards 2019, also named Media Agency Network of the Year within the 2019 WARC Media Ranking and won 20 awards at the Festival of Media Global Awards in May.

AWARD WINNING