MEDIACOM

NEWS

MediaCom lands Gold Euro Effie for Sea Hero Quest

AWARD WINNING

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Sea Hero Quest becomes MediaCom's most awarded campaign ever

MediaCom was the only media agency to win at the Euro Effies 2017 for their ground-breaking Sea Hero Quest campaign on behalf of Deutsche Telekom, scooping Gold at a gala dinner in Brussels last night.

Sea Hero Quest has now won more than 65 industry prizes to date, making it MediaCom's most-awarded campaign ever. The agency worked alongside Saatchi & Saatchi to create an integrated campaign that had a global impact.

Winning in the *Positive Change: Social Good* category, the campaign used a game to allow ordinary individuals to help scientists understand human navigational skills and assist dementia research. It has already been widely recognised as one of the most impressive campaigns of recent years, with prizes at Cannes, Festival of Media, M&M Global Awards and many other awards festivals.

This latest prize, run in conjunction with the World Economic Forum, celebrated the power of brands to do good and the Sea Hero Quest campaign not only attracted millions of downloads but also captured a staggering amount of data for researchers.

“The inspiring purpose behind Sea Hero Quest and its hugely powerful goal of pushing forward in the struggle to understand and identify the onset of dementia combined with a smart content and connections approach enabled us to encourage millions of consumers to game for good. We are hugely proud to have helped develop this initiative,”

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said Toby Jenner, Worldwide COO of MediaCom.

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