

**MEDIACOM**

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NEWS

# MediaCom lands Grand Prix at World Media Awards 2018

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MediaCom has landed two golds and the Grand Prix in a highly successful night at the World Media Awards in London.

The agency won Gold for work on Shell and Wonder Woman, with the Shell campaign also picking up the Grand Prix for Best Campaign.

For Shell, MediaCom told the story of the Gravity Light, a new design of LED that turns gravitational potential energy into light to enable remote villages in Kenya to benefit from sustainable light, bringing greater employment and education opportunities to these communities. The work was amplified globally via a series bedtime story animations which reached the AdAge Top Ten viral chart in 2017. The campaign won Gold in the Corporate Influencer category in addition to the Grand Prix.

For Wonder Woman, MediaCom worked with Warner Bros to promote the blockbuster in Latin America via the Wonder Women Bracelets Project, which gathered artisans from across the continent to create their own interpretations of those worn in the film. The story of these bracelets and the communities that made them were leveraged via PR, events and TV content. The activity helped the film secure \$86m at the box office. The Campaign won Gold in the Media and Entertainment category.

Toby Jenner, Worldwide COO of MediaCom, said: ““Great campaigns rely on brilliant content and also smart connections with the consumers they seek to target. Our teams are brilliant at delivering both across markets for brands that need to reach consumers in more than one country. These awards are recognition not just of MediaCom’s best in class thinking but also our unrivalled ability to co-ordinate across borders. They are also wonderful examples of our ability to develop work with long-standing clients who trust us to innovate and develop campaigns that truly stand out. ”

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