
MediaCom lands top honour at Festival of Media LatAm Awards

AWARD WINNING

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MediaCom has won Campaign of the Year and five Golds at the Festival of Media Awards LatAm at a ceremony in held in Miami, Florida.

The Mexico agency's work AB InBev's Cerveza Victoria brand was named as Campaign of the Year after picking up two Silvers in the Best Campaign for a Local Brand and Best Event/Experiential categories as well as Gold in Best Use of Content.

The agency also picked up multiple awards for Snickers Debate in Puerto Rico, which won Gold in Best Use of Traditional Media and Silver in Creative Use of Media, while work for Coke in Mexico picked up Bronze in Creative Use of Media and Gold for Best Event/Experiential.

Other Gold winners included Arroz Diana in Best Use of Social Media, with GroupM's work for Huawei in Colombia also picking up Gold and Silver in two categories.

Campaigns for Sprite in Mexico, Shell in Argentina and Project Wonder Woman were also recognised as market leading work in the Data, Effectiveness and Launch categories.

In total MediaCom won 14 prizes across 22 categories for 8 different brands.

MediaCom's success at the Festival of Media LatAm builds on a highly successful year for awards. The agency is also Global Agency Network of the Year at the Festival of Media Global and at the M&M Global Awards.

"These award wins once again demonstrate that MediaCom is producing some of the most innovative and effective work in the region. I'm thrilled by our win of Campaign of the Year but also by the fact that so many of our markets have been recognised in this celebration of excellence," said Toby Jenner, MediaCom's Worldwide COO.

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