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# MediaCom leads the World Media Awards 2017 shortlist

GLOBAL

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We are proud to announce that MediaCom has been shortlisted eight times at the World Media Awards - more than any other agency and a quarter of the total number of shortlisted papers.

Innovative campaigns that have been recognised across four categories includes work on behalf of Dassault Systèmes, Deutsche Telekom, EY, Shell, Sony and Universal Pictures.

The awards, which are partnered by M&M Global, celebrate the best in cross-platform, cross-border and content-driven advertising. Winners will be announced on 6th April at a ceremony in London, UK.

The full list of MediaCom's shortlisted campaigns is below:

## Corporate Influencer

- Dassault Systems – Ideal Worlds
- Ernst & Young – Building a Better Working World
- Shell – Best Day of My Life

## Technology & Telecoms

- Dassault Systems – Ideal Worlds
- Deutsche Telekom – Sea Hero Quest
- SONY – #ChampionsSofa

## Financial Services

- Ernst & Young – Building a Better Working World

## Media & Entertainment

- Universal Pictures International – Sing

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