

MEDIACOM

MLA19
@festivalofmedia

NEWS

MediaCom Mexico is Agency of the Year at Festival of Media LatAm

AWARD WINNING

05 NOV 2019

Work for Cerveza Victoria wins Campaign of the Year

MediaCom Mexico has been named as Agency of the Year after winning five Golds at the Festival of Media LatAm Awards ceremony in Miami.

The agency also picked up a Silver and Bronze Award, with MediaCom Argentina adding a further Silver for the network for its work on Procter & Gamble's #Pantini campaign for Pantene. In total, MediaCom won 10 trophies.

[Mictlán – Chingones Hasta En La Muerta](#) for Cerveza Victoria was named Campaign of the Year after winning three Golds and a Bronze award for a communication programme highlighting the Aztec origins of Day of the Dead.

Other winners Cervezazo Modelo campaign for Grupo Modelo, which picked up Gold in Best of Central America as well as a Silver for Best Use of Traditional Media and Safety Waves by Pacifico, which also landed a Gold and a Silver, in the Best Use of Real-Time Marketing and Best Use of New Technology respectively.

“This is outstanding recognition for the region and especially the team in Mexico, which is extremely well deserved. Our thanks go to every member of the team that contributed to our work and helping to highlight the power of our people to make a difference and grow our clients’ businesses,” said César Recalde, MediaCom’s CEO for Latin America.

AWARD WINNING