

The logo for the Festival of Media Latin America Awards (FEST OF MEDIA LATAM LATA) features a large, stylized orange speech bubble or drop shape. To the right of this shape, the text "FEST OF MEDIA LATAM" is written in a bold, sans-serif font, with "LATA" in a larger, orange font below it.

MediaCom Mexico tops Festival of Media Latin America Awards shortlist

AWARD WINNING

26 SEP 2019

Agency tops shortlist with 12 entries across three campaigns

MediaCom Mexico has been named as the most shortlisted agency in the 2019 Festival of Media LatAm Awards, with 12 shortlisted entries across three campaigns.

The most successful campaign was Mictlán- Chingones Hasta En La Muerte for Cerveza Victoria, which has been shortlisted five times for the Best Campaign for a Local Brand, Best Communications Strategy, Best Integrated Campaign, Collaboration Award and Effectiveness Award categories.

Across the region the network also secured the second spot in terms of total shortlists, with 17 shortlists across seven campaigns.

Overall, work for six brands including Pantene, Snickers and Cerveza Pacifico has all been nominated for the awards stage of the competition, which takes place in Miami on Monday 4th November 2019.

“I’m really pleased to see so much great work from our network shortlisted for these prestigious awards. While strong business results and growth for our clients are our primary goal, the acclaim of our peers is also positive validation of the difference that MediaCom delivers for its clients thanks to the innovative thinking of our talented team of systems thinkers,” said Cesar Recalde, CEO of MediaCom Latin America.

AWARD WINNING