

MEDIACOM



MediaCom named Agency Network of the Year at Festival of Media Global Awards 2017

09 MAY 2017

Agency takes crown after winning Campaign of the Year and a record-breaking 17 other awards

ROME, ITALY: MediaCom has been named Agency Network of the Year at the Festival of Media Global Awards 2017. The agency took the crown after winning an unprecedented 18 awards on the night.

At the ceremony on Monday 8 May, MediaCom won six gold, eight silver, and three bronze trophies, and the coveted Campaign of the Year. The latter was for 'Missing Type', its work for NHS Blood & Transplant in the UK.

MediaCom's campaigns for P&G Gillette, P&G Head & Shoulders, and Safekids Aotearoa were also celebrated as being best in class.

The Festival of Media Global Awards recognise excellence in media thinking around the world and celebrate the most innovative and effective work.

MediaCom's successes come after the agency topped the competition shortlist, picking up 51 nominations from 24 campaigns across 13 markets.

The results maintain MediaCom's good form at global award ceremonies. In 2016, the agency was named Agency of the Year at the M&M Global Awards for the second consecutive year.

On the wins, Stephen Allan, MediaCom's Worldwide Chairman and CEO, said: "It's always great to win awards for our clients, but these wins are especially pleasing as they come from across our network – from New Zealand to Colombia and Israel to Germany. That's proof that our Systems Thinking philosophy is working. We're delighted."

MediaCom's full list of winners is as follows:

Campaign of the Year

- NHS Blood & Transplant, 'Missing Type', MediaCom UK

Gold Awards

- Best Communications Strategy: NHS Blood & Transplant, 'Missing Type', MediaCom UK
- Best Local Execution of a Global Brand: P&G Gillette, 'Bachelor of Shaving', MediaCom India
- Best Not-For-Profit Campaign: NHS Blood & Transplant: 'Missing Type', MediaCom UK
- Best Sponsorship Activation: P&G Head & Shoulders, 'New Head Coach', MediaCom Israel
- The Effectiveness Award: Safekids Aotearoa, 'Check for me', MediaCom

New Zealand

- The Utility/Public Service Award: P&G Gillette, 'Bachelor of Shaving', MediaCom India

Silver Awards

- Best Event/Experiential Campaign: Volkswagen, 'TrailerAssist', MediaCom Norway
- Best Launch Campaign: Maori TV, 'Lover Boy or Lavalava Boy', MediaCom New Zealand
- Best Not-For-Profit Campaign: Safekids Aotearoa, 'Check for me', MediaCom New Zealand
- Best Targeted Campaign: Ministerio del Interior, 'Men Free Banner', MediaCom Colombia
- Best Use of Content: Shell, 'Best Day of my Life', MediaCom Global
- Best Use of Gamification: Deutsche Telekom, 'Sea Hero Quest', MediaCom Germany
- Best Use of Video: Volkswagen, 'TrailerAssist', MediaCom Norway
- The Effectiveness Award: Mars M&Ms, 'Celebrate with M', MediaCom USA

Bronze Awards

- The Branded Content Creation Award: Annum Infant Formula, 'Dad, you've got this', MediaCom New Zealand
- Best Use of Real-time Marketing: Mars Snickers, 'Hugerithm', MediaCom Australia
- Best Local Execution of a Global Brand: P&G Whisper, '#LikeAGirl and Proud', MediaCom India

