



MediaCom named Agency Network of the Year by Festival of Media Latin America

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Network recognised as 2016 winners after festival launches new classification

MediaCom has been named Agency Network of the Year 2016 by the Festival of Media Latin America (FOMLA). The award comes after the festival reclassified its 2016 competition results.

The Festival of Media Latam has also reaffirmed MediaCom Colombia's status as Agency of the Year, an award it originally collected in November at the Turnberry Isle Resort, Miami.

In total, MediaCom won 13 prizes at FOMLA 2016, including three Gold Awards in the following categories: The Smart Use of Data Award; Best Launch Campaign; and The

Creative Use of Media Award.

MediaCom also won five silver awards in the following categories: Best Use of Traditional Media; Best Communications Strategy; Best Targeted Campaign; The Effectiveness Award and Best Use of Programmatic. It picked up two bronze awards: Best Communication Strategy, and Best Launch Campaign.

“MediaCom thanks the Festival of Media Latam (FOMLA) for reaffirming our award as the Best Agency Network of the Year. This is thanks to the outstanding work of our team. It’s great to realise that we have a creative team focused on ensuring the best business results for each of our clients in the region,” said Fernando Silva, CEO of MediaCom for Latin America.