



**MEDIACOM**

NEWS

# MediaCom named Global Agency of the Year at M&M Global Awards 2017

AWARD WINNING GLOBAL

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MediaCom continues a year of strong awards performance with an unprecedented seventh win in nine years.

MediaCom has scooped the three biggest prizes at the 2017 M&M Global Awards, winning the Global Agency Network of the Year title, Agency of the Year for MediaCom UK, and Campaign of the Year for its work on Gillette's 'Bachelor of Shaving'. The agency also won eight Golds and five Highly Commendeds for its work on multinational campaigns for clients.

The success at the M&M Global Awards follows an excellent 12 months of recognition for the network by awards competitions. The agency was also named Agency Network of the Year at the Festival of Media Global 2017 and Agency of the Year at the Festival of Media

Asia 2017. Furthermore, it is the current Agency of the Year as named by the Festival of Media LatAm 2016.

The awards were picked up at a ceremony at the Natural History Museum in London last night where the agency's work for Lucozade, Shell, Deutsche Telekom, Gucci, NBC Universal and Gillette was recognised as world class. Gillette and Gucci also picked up three Highly Commended Awards.

MediaCom's UK team was named as Agency of the Year, thanks to its work on Lucozade, NBC Universal and Gucci.

The M&M Global Awards recognise and celebrate leading multi-market advertising campaigns, the most innovative and effective work, and the finest coordination of multi-local advertising strategies.

The win also maintains MediaCom's impressive performance at global media awards competitions. Over the past nine years, it has now been named Agency Network of the Year at the M&M Global Awards an unprecedented seven times, including in 2015 and 2016.

Stephen Allan, MediaCom Worldwide Chairman and CEO, said:

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“As an agency we live and die by the quality of our work. I'm delighted to say that our consistent success at the M&M Global Awards shows how hard MediaCom teams strive to reach for the stars and create something new, better and more effective for our clients.

Winning the top prize seven years out of nine in an industry as competitive as ours demonstrates the power of our inspired people, our fantastic products and our ambitious clients.”

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MediaCom's winning campaigns were as follows:

Global Agency Network of the Year

Agency of the Year: MediaCom UK

Campaign of the Year: [Gillette, 'Bachelor of Shaving'](#) – MediaCom India

Food & Beverages: Lucozade, 'Made to Move' – MediaCom UK

Financial & Utility: Shell, 'Shell Advance – Scooter Oil' – MediaCom Singapore

Technology & Telecommunications: T-Mobile, 'The Lenz' – MediaCom Germany

MarTech or AdTech Innovation: T-Mobile, 'The Lenz' – MediaCom Germany

Best Targeted Campaign: [Gillette, 'Bachelor of Shaving'](#) – MediaCom India

Best Use of Social Media: Gucci, 'Dark to Light' – MediaCom International

Best International Launch Campaign: NBC Universal, 'Sing' – MediaCom International

Best Use of Content: Shell, 'Best Day of My Life' – MediaCom International

MediaCom's highly commended campaigns were as follows:

Fashion & Beauty: Gucci, 'Dark to Light' – MediaCom International

The International Effectiveness Award: [Gillette, 'Bachelor of Shaving'](#) – MediaCom India

The Big Idea Award: [Gillette, 'Bachelor of Shaving'](#) – MediaCom India

Best Local Execution of a Global Brand: [Always, 'React to Shamers'](#) – MediaCom Israel

Financial & Utility Services: Shell, 'Best Day of My Life' – MediaCom International

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