MEDIACOM

NEWS

MediaCom steals the show at Festival of Media Asia 2017

AWARD WINNING

22 MAR 2017

We are proud to announce that MediaCom has won Agency of the Year, Campaign of the Year and an unprecedented seven golds at this year's Festival of Media Asia Awards - the best performance by any agency in the history of the competition. In addition, the network picked up four bronze awards for our work, meaning this year's haul totalled an amazing 13 trophies.

MediaCom India, who were named Agency of the Year, picked up Campaign of the Year and three golds for our ground-breaking *Dads Share the Load* campaign for P&G's Ariel. This inspirational movement, which won in the Best Insight Award, Best Use of Video and

Best Engagement Strategy categories, saw us challenge social stereotypes and persuade over 2 million Indian men to commit to doing more household chores. Our India team also won another gold for Gillette's *Bachelor of Shaving* which saw thousands of disadvantaged rural graduates secure their first jobs.

MediaCom Australia also saw gold last night in the Best Use of Real-Time Marketing category for Mars' *Hungerithm* campaign for Snickers. This unique execution saw us adapt the price of Snickers bars in 7/11 stores around Australia depending on people's mood on social media.

Our work from New Zealand also scooped two golds for their guerrilla marketing campaign for Maori TV's new Game of Bros show (Best Launch Campaign) and our work for Bank of New Zealand where we drove a record number of home-loan applications through an integrated media execution (Best Communications Strategy).

Bronze trophies were awarded to MediaCom New Zealand for their work on Mammoth's *Make it Mammoth* campaign (Best Use of an Influencer), MediaCom China for Wrigley Extra's *Time to Shine* (Best Use of Content), MediaCom Australia for Hungerithm (Best Targeted Campaign) and MediaCom India for Gillette's Bachelor of Shaving (Best Creative Use of Data).

Toby Jenner, MediaCom's Global Chief Operating Officer, said: "Generating brilliant content and applying systems thinking to each and every campaign is at the heart of what MediaCom does and nights like this confirm that we are developing gold-standard campaigns and making a real difference to our clients' businesses.

"I couldn't be more proud of all our winning teams across APAC, this is tremendous recognition of our entire network. I hope they all enjoy their celebrations which are richly deserved."

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