

MEDIACOM



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Wins include Global Agency Network of the Year, Campaign of The Year and Millennial of the Year.

MediaCom has been named Global Agency Network of the Year at the 2018 M&M Global Awards, the fourth time in a row it has won the competition's top prize and an eighth win in the last decade. In addition, the agency has retained the Campaign of the Year title that it won last year, with P&G Gillette's [I Don't Roll on Shabbos](#) campaign from Israel picking up this year's prize. The innovative work, which successfully targeted the country's brand and premium-resistant Orthodox community, has already won two [Cannes Lions](#) and Gold and Silver trophies at the [Festival of Media Global Awards](#) this year.

Finally, Dannielle Beechey, currently Global Tech Partnerships Planner at the London office, has been named as Millennial of the Year, thanks to her work on the [Mars](#)

[Launchpad](#) project where, among other innovations, she launched the first-ever chatbot for pet advice. She also co-runs GeekGirl Meetup, a group that works to empower women in tech by running conferences and social events as well as working on MediaCom's pro bono project for UN Women.

The trio of top awards were picked up at a ceremony in London last night where the agency's work for P&G Gillette and Fairy in Israel, Cerveza Victoria in Mexico, plus Whisper, Big Bazaar, and P&G Gillette in India was also recognised as world class. In addition, the agency picked up 10 Highly Commended Awards.

This year's success at the M&M Global Awards follows a strong performance at shortlist stage, where MediaCom was recognised as the best-performing media agency network with 33 shortlisted entries.

The win also maintains MediaCom's impressive performance at global media awards competitions. It was named Media Agency Network of the Year at the [Cannes Lions](#), [The Festival of Media Global](#) and in the [Gunn Media 100](#).

This news tops off a great week in which MediaCom has been named as the leading Global Agency Network in the latest [Comvergence New Business report](#), and the world's best-performing agency network for Vitality in the latest [Diagnostics report from RECMA](#).

Stephen Allan, MediaCom Worldwide Chairman and CEO, said, "Our ongoing success at the M&M Global Awards is remarkable. It is testament to our teams' desire, in every market globally, to create best-in-class campaigns for each and every MediaCom client. By harnessing the power of our systems thinking approach, we're able to make a real difference to our clients' businesses."

MediaCom's winning campaigns were as follows:

Best Campaign led by Ambient/Traditional Media: I Don't Roll on Shabbos, P&G Gillette, MediaCom Israel

Best Campaign led by Content: Introducing the absolutely amazing PreWash 2!, Fairy, MediaCom Israel

Best Campaign led by Events, Experiential or Sponsorship Activation: P&G Gillette Bachelors of Shaving, P&G Gillette, MediaCom India

Best Campaign led by Media: Lo Chingon Esta Aqui, Cerveza Victoria, MBA Mexico

Best Communication Strategy: Whisper#WingsToFly, Whisper, MediaCom India

Best Integrated Campaign: I Don't Roll on Shabbos, P&G Gillette, MediaCom Israel

Fashion, Beauty and Retail: Smart Search, Big Bazaar, MediaCom India

FMCG: I Don't Roll on Shabbos, P&G Gillette, MediaCom Israel

MediaCom's highly commended campaigns were as follows:

Automotive: Fill Up with Britain's No.1 Performance Fuel, Shell, MediaCom UK

Best Campaign led by Digital: Anonymous, Cerveza Victoria, MBA Mexico

Best Campaign led by Mobile: Safety On The Road, Shell Helix, MediaCom Malaysia

Best Campaign led by Creative Ideas: Beautiful Lengths, Pantene, MediaCom Israel

Best Integrated Campaign: I Don't Roll on Shabbos, P&G Gillette, MediaCom Israel

Best International Campaign: Gravity Light, Shell, MediaCom UK

Best Local Execution of a Global Brand: I Don't Roll on Shabbos, P&G Gillette, MediaCom Israel

Best Partnership Award: Whisper#WingsToFly, Whisper, MediaCom India

FMCG: Beautiful Lengths, Pantene, MediaCom Israel

The Effectiveness Award: Annum YOU&B, Annum, MediaCom Hong Kong

AWARD WINNING