



MEDIACOM

NEWS

MediaCom tops M&M Global Awards 2018 shortlist

AWARD WINNING

13 JUL 2018

Agency tops shortlist with 33 campaigns across 20 categories

MediaCom has topped the M&M Global Awards 2018 shortlist with 33 campaigns listed as world class across 20 categories.

The agency's campaign for Gillette Deodorant in Israel, [*I Don't Roll on Shabbos*](#), garnered four shortlist positions, while its work for Cerveza Victoria beer in Mexico, [*Lo Chingón Está Aquí*](#), was shortlisted three times. Another campaign from Israel, [*Beautiful Lengths*](#) for Pantene, was also shortlisted three times.

These three campaigns were also supported by work from eight other markets, including China, India, the UK, Russia, Saudi Arabia and the US. They include work for Mars, Shell,

Procter & Gamble, GSK and AB InBev.

This dominant performance matches MediaCom's results in recent global award shows. It won the Media Network of the Year at Cannes Lions, is Festival of Media Global's current Global Agency Network of the Year as well as being named the top network by Campaign, AdWeek and the Gunn Media 100 in 2017. It is also the reigning Global Agency Network of the Year from the 2017 M&M Global Awards, the seventh time it has won this accolade in nine years.

"I'm delighted that MediaCom's systems thinking approach continues to prove its ability to develop the smartest, most effective campaigns in our industry. Once again, the breadth of brands and markets that have been shortlisted is a brilliant illustration of the quality of work that we deliver across our network and for all our clients," said Toby Jenner, Worldwide COO at MediaCom.

The winners of the M&M Global Awards will be announced on Thursday 20 September at a ceremony in London.

AWARD WINNING