



# MediaCom wins 20 awards at Festival of Media Global Awards 2019

AWARD WINNING

23 MAY 2019

## Trophy haul includes nine gold, six silver and five bronze awards

ROME, ITALY: MediaCom has picked up nine gold awards at the Festival of Media Global Awards 2018 as part of a 20-trophy haul.

At the ceremony on Wednesday 22 May, MediaCom also won six silver, and five bronze trophies, with work for AB InBev, Bayer, Missguided, P&G and Shell being recognised as being world class.

The Festival of Media Global Awards recognise excellence in media thinking around the world and celebrate the most innovative and effective work.

MediaCom's successes come after the agency topped the competition shortlist, picking up 46 nominations from 23 campaigns across 11 markets.

The results maintain MediaCom's strong form at global award ceremonies. It was named Agency Network of the Year at the Festival of Media Global Awards, M&M Global Awards and Cannes Lions in 2018, as well as topping this year's WARC Media 100 (#1 Network, #1 Agency and #1 Campaign).

MediaCom's full list of winners is as follows:

## GOLD AWARDS

- **Best Communications Strategy:** KFC, Buckethead Army, MediaCom Australia
- **The Creative Use of Media:** Cerveza Victoria, Salsa Chingona, MediaCom Mexico
- **Best Multi-screen Campaign:** Missguided, Missguided Styles Love Island, MediaCom UK
- **Collaboration Award:** Missguided, Missguided Styles Love Island, MediaCom UK
- **Best Local Execution of a Global Brand:** Oral B, You're Out!, MediaCom Israel
- **Brand Bravery Award:** Oral B, You're Out!, MediaCom Israel
- **Best Engagement Strategy:** Pantene, Blend In, MediaCom Israel
- **Best Use of Programmatic:** Shell, Retail T3, MediaCom Malaysia
- **Best Branded Content in Traditional/Non-Digital Channels:** Berocca, Extreme Everest with Ant Middleton, MediaCom UK

## SILVER AWARDS

- **Best Use of Content:** Fairy, The Pre-Wash 2000, MediaCom Israel

- The Effectiveness Award: Cerveza Victoria: Salsa Chingona, MediaCom Mexico
- Best Use of Mobile: Missguided, Missguided Styles Love Island, MediaCom UK
- Best Launch Campaign: Oral B, You're Out!, MediaCom Israel
- Best Influencer Campaign: Oral B, You're Out!, MediaCom Israel
- Best Event, Experiential or Sponsorship Campaign: [Snickers, Snickers Air, MediaCom China](#)

#### BRONZE AWARDS

- Best Local Execution of a Global Brand: [Head & Shoulders, Helmet Hijack, MediaCom Vietnam](#)
- Collaboration Award: [Head & Shoulders, Helmet Hijack, MediaCom Vietnam](#)
- The Effectiveness Award: [Head & Shoulders, Helmet Hijack, MediaCom Vietnam](#)
- Best Event, Experiential or Sponsorship Campaign: Pampers, Cradle of Health, MediaCom India
- The Creative Use of Media Award: Skittles, Exclusive the Rainbow, MediaCom USA

#### AWARD WINNING