



NEWS

MediaCom wins big at 2018 WPPed Cream Awards

AWARD WINNING

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Agency receives two top awards and three highly commended mentions

MediaCom has won two Crème de la Crème awards at the 2018 WPPed Cream Awards, WPP's creative awards competition. MediaCom was the only agency to win more than one top award. The agency also received three highly commended mentions.

MediaCom UK's ['Food Love Stories'](#) campaign for Tesco won the Crème de la Crème award in the Media category. MediaCom Russia's ['Theraflu AI Map'](#) for GSK brand Theraflu won in the Data-Driven-Insights category.

MediaCom's three highly commended campaigns were as follows:

- Public Relations – Corporate and Public Affairs: '[Lo Chingón Está Aquí](#)', AB InBev Cerveza Victoria, MediaCom Mexico
- Media: '[I don't roll on Shabbos](#)', P&G Gillette, MediaCom Israel
- Health and Wellness: '[Theraflu Al Map](#)', GSK Theraflu, MediaCom Russia

The WPPed Cream awards were initiated in 2007 to recognise the very best work produced by WPP companies around the world, across all marketing disciplines. The awards give all agencies within the WPP group the opportunity to compete and be recognised for outstanding work that has provided growth and brand value to their clients.

These results follow MediaCom's success at the [M&M Global Awards](#), where it won Global Agency of the Year, Campaign of the Year and Millennial of the Year, the [Festival of Media Global](#), where it won 19 awards and was named Agency Network of the Year, and at [Cannes Lions](#), where it was named Media Network of the Year.

Learn more about MediaCom Russia's winning campaign below:

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