

NEWS

MediaCom wins four  
trophies at Adweek Media  
Plan of the Year Awards



**ADWEE  
MEDIA P**

2018

RECOGNITION

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MediaCom Germany and MediaCom Israel win two awards each for clients Deutsche Telekom and Procter & Gamble.

MediaCom has won four trophies at the Adweek Media Plan of the Year Awards 2018.

MediaCom Israel's '[I Don't Roll on Shabbos](#)', for Gillette, won 'Best International Campaign (non-US) under \$1MM' and 'Best Use of Insights'.

MediaCom Germany's '[The Lenz](#)', for Deutsche Telekom, won 'Best Use of Mobile with spend \$500k+' and 'Best Use of AR/VR'.

The Adweek Media Plan of the Year celebrates the most innovative media plans and

executions from around the globe.

MediaCom's success in the competition follows the agency's results at 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.

'I Don't Roll on Shabbos', taught Israel's Orthodox Jewish community how Gillette's advanced 48-hour protection formula could protect them throughout the Sabbath, boosting sales by 24% in the process.

'The Lenz', turned Deutsche Telekom's 'Life is for Sharing' message into a reality, by turning the colour magenta into a media channel for the very first time.

Learn more about MediaCom's winning campaigns below.

Procter & Gamble, Gillette, *I Don't Roll on Shabbos*

- Best International Campaign (non-US) under \$1MM
- Best Use of Insights

Deutsche Telekom, *The Lenz*

- Best Use of Mobile with spend \$500k+
- Best Use of AR/VR

## RECOGNITION