

MediaCom wins gold at Cannes Lions 2017

CANNES

26 JUN 2017

MediaCom has won four awards as lead entrant at the Cannes Lions Festival of Creativity, and 60 as the credited media agency – the best performance of any media network.

In the Media category, MediaCom Germany's work on Deutsche Telekom's ['Sea Hero Quest'](#) campaign landed two silvers, while Skittles' ['Give The Rainbow'](#) campaign in the UK picked up a Gold Outdoor Lion and a Bronze Design Lion.

As credited media agency, MediaCom's gold-winning work included ['Hungerithm'](#) for Snickers in Australia, which won 21 Lions in total, and ['Magenta Unleashed'](#) for Deutsche Telekom, which won four trophies, including a Gold Outdoor Lion.

MediaCom also led media for '[Coins of Hope](#)', a five-time winner for the Belgian Center for Missing and Sexually Exploited Children . Another winner was '[The Enter Sandbox VR Experience](#)' for Audi in Norway, a campaign which picked up five awards, including a gold and two silver Cyber Lions.

MediaCom's work contributed significantly to WPP's overall awards success at the festival, which saw the group named as the world's most creative parent company for the seventh year in a row.

CANNES