

# MediaCom work triumphs at the Festival of Media Global Best of 2017 Awards

AWARD WINNING

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## MediaCom continues unprecedented 2017 awards success, picking up best-in-class at inaugural Festival of Media Best of 2017 Awards

MediaCom has become the most awarded agency at the inaugural Festival of Media Best of 2017 awards. The agency won three awards, out of a total of five available, at the awards show in New York, USA.

Festival of Media Asia Awards 2017's triple Gold winner and Campaign of the Year Dads Share the Load, on behalf of P&G's Ariel, was awarded best Media campaign. This was jointly won by another MediaCom nomination – NHS Blood & Transplant's Missing Type – Festival of Media Global Awards 2017's Campaign of the Year.

In addition, the agency's **Bachelor of Shaving** work for Gillette, double gold winner at *Festival of Media Global Awards 2017* and Campaign of the Year at *M&M Global Awards 2017*, was crowned the best Insight campaign of 2017.

The Festival of Media Best of 2017 Awards celebrate the best winners of the most competitive categories at Festival of Media's four award shows – Global, Asia, LATAM and North America – based on the four pillars of categories: Media, Insight, Content and Technology.

“To have our work recognised as the best in media by such a distinguished jury of brands and peers is a proud moment for our network. It's testament to our Systems Thinking philosophy that flows through every piece of work we create and deliver for our clients”, said Toby Jenner, Worldwide COO at MediaCom.

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