

NEWS

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Saturn and Mars shine at
Campaign Global Tech
awards

AWARD WINNING

TECH AWARDS WINNER

29 JUN 2020

MediaCom picked up two global awards for its technology expertise on campaigns for adidas and Mars at a virtual award ceremony for the Campaign Global Tech Awards last week.

The work for adidas, which enabled the brand to automatically include price information on Google ads for the first time, was named a winner in the “Breakthrough Tech as part of a Campaign” category.

The system, called Saturn, replaced a process that previously required prices to be manually inputted before they could appear on Google ads. Working with Google, MediaCom’s performance team developed an alternative that automatically linked more than 1,500 product lines with the price database. The approach helped adidas’s

eCommerce business see growth upwards of 30% year on year.

“Saturn is the result of our unique approach that gets all our specialists pulling together to create holistic products that deliver for clients. Our digital, strategy, performance, ad ops, social and business science operations all now operate far more seamlessly, encouraging new product development and joint working with our platform partners,” said Mark Heap, CEO MediaCom APAC.

MediaCom’s work on #Bountygate for the Mars confectionary brand won the prize for Best Audience Engagement for a social media campaign featuring custom-designed cartoons and paid social as well as a bespoke Snapchat lens filter.

In addition, the agency also won a Highly Commended for its on Financial Services brand Scottish Widows in the Best Use of Tech in the Out of Home Category. The “Your Future Self” campaign integrated bespoke ageing software into six-sheet panels to show passers-by what they would look like at retirement age.

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