

MediaCom and CRUK win big at the Clear Channel Planning Awards

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MediaCom and Cancer Research UK's ground-breaking 'Tap to Beat Cancer' campaign has taken home both the 'Best Use of Innovation' and 'Grand Prize' honours at the Clear Channel Planning Awards.

The campaign, which saw select shop windows transformed into contactless donation channels, has the potential to change the world of fundraising and help CRUK get closer to their goal of beating cancer for good.

Congrats to everyone who worked on the campaign, particularly Lucy Mitchell who who devoted a considerable amount of time and effort to make this idea a reality.

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