

MediaCom named Media Week's Media Agency of the Year

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12 OCT 2018

MediaCom has won Media Agency of the Year at the 2018 Media Week Awards, the most prestigious awards in UK commercial media.

This latest accolade follows a highly successful 2018, during which the agency built on its strong business performance, including winning an expanded brief from Sky in a £300m media review, its partnership work and its investment in mental health initiatives for staff.

“This is a brilliant achievement and I’m proud to work alongside such a talented team; one that consistently delivers brilliant, innovative work to clients and helps make MediaCom UK what it is. To have our work with Tesco, Fanta and Snickers recognised as the best in industry says it all and I’d like to thank each and every person at MediaCom for their

dedication and passion in delivering such amazing campaigns. Being named Agency of the Year was the icing on the cake and a huge honour. But it's important to know we took home that award not only because of great client work, but because of our culture. As a leadership team, we work hard to build an authentic, open and supportive environment. But it only becomes a culture if the team around us embrace it and lead from the front. I've seen some incredible work over the last 12 months and I know this is only the beginning. There is more to come – more great work, more great people and, hopefully, more amazing award nights. Congratulations and thank you to everyone who made this happen.”

Josh Krichefski, CEO

This was a deserved win and is a significant validation of the brilliant work the agency does every day. Congratulations to everyone at MediaCom UK!

For the full list of our award wins, see below.

GOLD for Best Use of Content (under £250k) for Fanta – 13th Floor

GOLD for Best use of data for audience buying for The Hunger Spotter (Spotify)

SILVER for Econometrics for Tesco: Food love stories

BRONZE for Best Use of Audio for The Hunger Spotter (Spotify)

BRONZE for Media Innovation for The Hunger Spotter (Spotify)

Read more about the full list of winners [here](#)

*Photo credit Campaign/Colin Stout

AWARD WINNING CLIENTS RECOGNITION