

# MediaCom Sport & Entertainment gets shortlisted at the 2017 ESA Excellence Awards

AD WEEK RECOGNITION SPORT

08 NOV 2017

**MediaCom Sport & Entertainment MediaCom has been shortlisted for 3 entries at the 2017 ESA Excellence Awards.**

The broad selection of brilliant campaigns we've been recognised for is a credit to the work we're doing across the agency.

The ESA Excellence Awards are the only ones that recognise excellence within the sponsorship industry across Europe and, for 2017, they have again introduced a number of new categories to keep pace with the evolving way in which sponsorships are being used by marketers.

The ESA Excellence Awards are the perfect showcase for best in class campaigns that

cover the entire spectrum of sponsorship disciplines. More information about the Awards can be found via the links on the right.

MediaCom has been shortlisted for the following categories:

Skoda – Driven by Something Different (Best Use of Talent in Sponsorship)

Skoda – Driven by Something Different (Sport Sponsorship of the Year)

MediaCom Sport & Entertainment (AGENCY OF THE YEAR – Pan Europe).

In addition, there are a few others in the building that have been shortlisted.

Skoda – Tour de Celeb (Media Sponsorship of the Year)

Allianz -Dare to Believe – (Best Use of Branded Content)

Click [here](#) to view the full shortlist.

Helping to deliver the Awards, the ESA member group is chaired by Jackie Fast (ESA Board Director and MD of Slingshot Sponsorship) with support from David Cushnan (Nielsen Sports), Matthew Leopold (British Gas), Gavin Peters (Pitch Marketing Group), Joel Seymour-Hyde (Octagon), Misha Sher (MediaCom) and Karen Fan (ESA General Manager).

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