

# MediaCom takes home two Marketing New Thinking Awards

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The second Marketing New Thinking awards ceremony took place last night at the beautiful One Marylebone, with MediaCom taking home awards for Cultural Shift and Targeting Excellence.

A new set of awards, Marketing New Thinking recognises “those brands and agencies who are challenging the status quo, from strategy through to creative and execution, and across all aspects of the marketing landscape, from ground-breaking targeting to mobile innovation to cultural change.”

It’s an honour to have been awarded Cultural Shift for our work with Coca-Cola and Snapchat on the innovative Coca-Cola Christmas Card. This campaign was a media first and is representative of how forward thinking we as an agency are. Similarly, our win for

Sky Start of Season in the Targeting Excellence category demonstrates how connected execution creates original and award winning work, and this win is certainly one to be proud of.

Congratulations to everyone involved in these campaigns!

[Click here for the full list of winners](#)

AWARD WINNING INNOVATION MARKETING