

# MediaCom tops 2020's Campaign Media Awards shortlist

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MediaCom has once again topped the shortlist at the Campaign Media Awards, with an impressive 21 shortlists in total.

Leading the charge was the fantastic M-Word campaign by Lloyds Bank, which was shortlisted 4 times for Banks & Financial Services, Partnerships, Insight and Total Comms.

3 other MediaCom campaigns were shortlisted twice: Lloyds Bank 'Crossword Clues', Tesco 'Centenary' and Save the Children 'Christmas Jumper Day'.

We are especially proud to have also been shortlisted for the prestigious Agency Team of the Year Award for our brilliant Business Science team.

There were a further 9 campaigns recognised: Reebok 'Sport the Unexpected', New Balance 'Everybody's Race', Costa 'Ready to Drink', Mars '#bountygate', Coke 'Holidays are Coming', NOW TV 'Box Set Sabbatical', Time To Change 'Rap Battle', Tesco Clubcard Plus 'Ahead of the Headlines' and Paddy Power 'Save our Shirt'.

Congratulations to everyone involved in the execution of these campaigns and stay tuned for the winners, announced on 1<sup>st</sup> April.

ADVERTISING AWARD WINNING MEDIA