

# MediaCom tops Campaign Media Awards shortlist

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MediaCom has once again topped the shortlist at the Campaign Media Awards, with an impressive 24 shortlists in total.

Leading the charge was the fantastic partnership between MediaCom North's client Missguided & Love Island, which was shortlisted 4 times, for Best Fashion, Best Retail, Best Creative Idea & Best Media Partnership, and is the joint most-shortlisted individual campaign.

Five other MediaCom campaigns were shortlisted twice: Time to Change 'Ask Twice', Fanta 'Twisted Carnival', Coca-Cola 'Send me a Sample', British Gas 'Dynamic Audio' and Tesco 'Food Love Stories 2.0'.

We are especially proud to have also been shortlisted for the prestigious Agency Team of the Year Award for our brilliant **Mental Health Allies** team. In 2018, MediaCom focused on addressing Mental Health head-on by providing proper support for our employees, in the form of Mental Health Allies. It is fantastic to see the initiative being recognised for the amazing support it is providing.

There were a further ten campaigns recognised: Peugeot 'Fifth Gear', Meantime 'Free Proper Beer', British Gas 'Winter is Coming', Canesten 'Let's Talk Health', Berocca 'Extreme Everest', Piri 'Reactive TV', Now TV 'Dynamic Genre Targeting', eBay 'Big Things', Universal Home Ents 'Mamma Mia 2 & the X Factor'.

Congratulations to everyone involved in the execution of these campaigns and stay tuned for the winners, announced on 27<sup>th</sup> March.

ADVERTISING AWARD WINNING MEDIA