

**MEDIACOM**



**MediaCom tops Thinkbox TV  
Planning Awards shortlist**

03 MAY 2017

MediaCom is the most shortlisted agency in the 2017 Thinkbox TV Planning Awards, held in partnership with Campaign.

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

MediaCom has six entries with the chance of winning prizes in the competition that rewards and celebrates brilliant use of commercial TV.

Shortlist entries are found below:

**Best Use of "TV and"**

MediaCom for Tesco: "Tesco Christmas 2016...bring it on!"

MediaCom for Churchill: “The Churchill Lollipop Campaign”

Best newcomer to TV

MediaCom for Pinterest: “Pinning our hopes on TV”

Best ongoing use of TV

MediaCom for DFS: “How six years of TV advertising sold £1bn worth of sofas!”

Best use of sponsorship

MediaCom and MediaCom Sport and Entertainment for Allianz: “Dare to believe”

Best use of content

MediaCom for Thomson: “Sensimar & First Dates – a match made in heaven”

There are six categories of awards, with the potential for additional special awards decided by the panel on judging day later this month.

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

AWARD WINNING CLIENTS TELEVISION