

MediaCom UK awarded Media Agency of the Year at the M&M Global Awards 2019

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KAT JENNINGS, MARKETING MANAGER, MEDIACOM UK 20 SEP 2019

This year has been a hugely successful one for MediaCom UK, and having being faced with a high calibre of shortlisted campaigns to compete with at the M&M Global Awards, we are pleased to be awarded Best Integrated Campaign, Best Partnership Award and Best Fashion, Beauty and Retail award for our 'Misguided Styles Love Island' as well as our work with Berocca, 'Extreme Everest with Ant Middleton', receiving a Highly Commended for 'Best Campaign led by Content'.

Following an already proud moment for MediaCom UK, we are also celebrating the honoured title of Agency of the Year! A big congratulations to all of our other MediaCom agencies around the world as collectively, we hold the crown for Global Agency Network of the Year.

Read below to learn more about these award winning campaigns.

'Missguided Styles Love Island' – MediaCom UK, Missguided, ITV

Won: Best Integrated Campaign, best Partnership Campaign, Fashion, Beauty and Retail

Since TV started, viewers have wanted the outfits worn by the stars of their favourite shows. Last summer, fashion brand Missguided made getting the look easier than ever: partnering with smash-hit reality show Love Island to provide ALL the outfits worn by the contestants. With a few clicks on the official Love Island app, viewers could buy every outfit as they watched. From Day 1 of the series, Missguided sales rocketed – up 40% thanks to the partnership!

'Extreme Everest with Ant Middleton' – MediaCom UK, Berocca, Channel 4

Highly Commended: Best Campaign Led by Content

Starring adventurer and ex-soldier Ant Middleton, we centred Berocca's new creative platform, 'No day too tough', on injecting positivity into tough moments. To bring everything to life, we worked with Channel 4 and Middleton to envisage the toughest day imaginable; climbing world's tallest mountain, Everest. Read more about this case study [here](#).

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