

# MediaCom UK awarded three Bronze trophies at Global Festival of Media awards

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The Global Festival of Media awards ceremony took place last night with MediaCom UK collecting three of the coveted trophies. The awards, which took place at the Rome Cavalieri, celebrate the best in media thinking and communications across the world.

MediaCom's work with Sky was celebrated, with two separate campaigns being awarded Bronze. Start of Season, a campaign that perfectly demonstrated the importance and effectiveness of targeting, was recognised in the Best Communication Strategy category, whilst Sky Ride achieved Bronze in the Utility/Public Service category for encouraging 1.6 million Brits to take up cycling.

MediaCom's collaboration with disability charity Scope on their *End the*

*Awkward* campaign was awarded Bronze in the Best Use of Content category. The campaign drove social change by using humorous short films to address the awkwardness that people with disabilities often face in social situations.

It was a fantastic night for MediaCom on a global level, with 11 wins worldwide for work with clients such as P&G, Danske Bank and Bayer. Congratulations to those that worked on the campaigns.

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