

MediaCom UK leading UK agency at Cannes Lions Awards

AWARD WINNING CANON MARKETING

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Most awarded UK media agency at this year's Festival

MediaCom has captured six Media Lions at the 2015 Cannes International Festival of Creativity, making it the top performer among all global media agency networks. Three of the prestigious awards went to MediaCom UK for its creative ad campaigns, which made it the leading UK agency.

In total, the agency walked away with two silver and two bronze trophies as lead agency, with additional silver and bronze wins as credited media agency partner. The celebrated work spans multiple geographic markets and a diverse set of clients. The recognised campaigns were MediaCom UK's innovative data capturing Coca-Cola 'Share a Coke' and Bose '#Listenforyourself', also the Worldwide Shell 'Power of Sport #makethefuturerio.

MediaCom's final tally exceeds the performance of all other global media agency networks at this year's Festival, with the closest competitor landing two wins as lead agency and four overall. The news comes just one day after MediaCom dominated the famed competition's shortlist with 20 overall nominations, including 13 as lead agency.

MediaCom UK's three wins as lead agency include (by category):

Use of Screens: "The World's First Fully Personalised TV Campaign" for Coca-Cola – MediaCom UK (silver)

Other Consumer Products (including Durable Goods): "Better Content Through Data" for Bose – MediaCom UK (bronze)

Corporate Image & Communication: "Power of Sport" for Shell – MediaCom Global (bronze)

MediaCom was credited as media agency partner on the following two awards (by category):

Use of Mobile Devices: "TTYL (Talk To You Later)" for Chevrolet from Maruri Grey Ecuador (silver)

Use of Digital Content: "Shine" for Canon Cameras from Leo Burnett Australia (bronze)

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