

MediaCom UK take home four awards at the 2015 MediaWeek Awards

[AWARD WINNING](#) [CLIENTS](#) [INNOVATION](#)

23 OCT 2015

Campaigns for Cancer Research, Time to Change and Coca-Cola recognised at annual media industry awards.

MediaCom's ground-breaking work on Cancer Research's 'Tap to Beat Cancer' campaign, which saw shop windows turned into donation channels for contactless card users, took home top honours in the Media Innovation category.

Coca-Cola's ad campaign 'Share a Coke' earned a silver award for Media Creativity and a bronze for Small Media Idea; the campaign used viewers' 4oD sign-in names to create 4 million personalised adverts.

And finally, MediaCom's work with mental health charity Time To Change earned a bronze award for Long Term Media Strategy.

AWARD WINNING CLIENTS INNOVATION