

MediaCom UK wins big at Festival of Media Global awards

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MYA CULLUM, MARKETING INTERN 11 JUN 2019

It was a big night for MediaCom UK at the Festival of Media Global awards, with 4 wins after 9 campaigns were shortlisted.

Leading the pack for the night was MediaCom North's 'Missguided Styles Love Island' which picked up a monumental 3 wins- gold in the Collaboration and Best Multiscreen Campaign categories, and a silver in Best Use of Bobile.

Berocca rounded up our wins, achieving gold in the Best Branded Content in Traditional/ Non- Digital Channels category for 'Extreme Everest with Ant Middleton'. The campaign saw Berocca change outdated perceptions of the brand, sending Ant Middleton up Everest in an ad-funded programme with Channel 4.

MediaCom was nominated for a further 5 awards: Coca-Cola 'Alexa...Send me a Coca-Cola' with two nominations, HarperCollins 'BOSH!', Paddy Power 'Rainbow Russians' and our own 'Mental Health Allies' for the inclusion category.

A huge congratulations to everyone involved in these standout campaigns.

ADVERTISING AWARD WINNING RECOGNITION