

# MediaCom UK wins two awards at the 2019 International Content Marketing Awards

AWARD WINNING MBA PEOPLE FIRST

28 NOV 2019

MBA (MediaCom Beyond Advertising) were shortlisted for three awards and received two silvers for our partnerships and use of influencer marketing.

MediaCom received two shortlisted nominations at the International Content Marketing Awards for our Nikon x Secret Escapes and Mars x BBC Good Food 'Spring Bake' campaigns in the 'Best Partnership' category.

Our partnership between Nikon and Secret Escapes won the silver award for the travel photography campaign which saw professional photographers from around the world meet and travel to try capture 'the perfect shot.'

Our Lucozade Zero x Love Island: Factor Zero campaign also won the silver award for

'Best Use of Influencer Marketing'. The campaign, an audience-first, 49-piece Love Island review series, was one of the first to be awarded for the brand-new category.

A huge congratulations to everyone involved in the winning and nominated campaigns.

See [here](#) for the full list of winners.

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