



21 OCT 2016

It was a great night for the agency at last night's Media Week Awards as MediaCom picked up 13 trophies in total. MediaCom collected more awards than any other agency, as well as the most golds, further demonstrating the scale and variety of brilliant work that has been delivered in the past 12 months across all media channels and specialist functions.

MediaCom had enjoyed a strong performance going into the night with 19 shortlisted entries.

The stunning success was built on work for clients including DFS, Coca-Cola, Churchill,

Tesco and Direct Line Group.

The Media Week Awards recognise and celebrate leading innovation, creativity, outstanding insight and real business impact in advertising. These wins maintain MediaCom's excellent performance in all media awards competitions and is a testament to the hard work and effort the team continues to demonstrate.

The awards went to the following MediaCom Campaigns:

## Gold

Long term media strategy – DFS Transforming from Value to Quality

Media Idea Under £250k – NHS Blood Type

Media Creativity – Ronseal watching paint dry (with Channel 4 & BJI)

Small Collaboration (Budget under £250k) – Justin Bieber

Purpose Best Use of Data for Audience Buying – Sky Start of Season

## Silver

Media Creativity – NHS Bloody Missing Type

Large Collaboration (Budget over £250k) – Churchill Lollipoppers

Media Idea Launch – Churchill Lollipoppers

Best Use of Content – Scope End the Awkward

Bronze

Long term media strategy – DLG The fixer

Media Innovation – Justin Bieber Purpose

Media Idea Large – Churchill Lollipoppers

Best Use of Data for Audience Buying – Tesco

AWARD WINNING CLIENTS CONTENT