



MediaCom wins two Marketing New Thinking Awards

[AWARD WINNING](#) [RECOGNITION](#)

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The 2017 Marketing New Thinking Awards, in partnership with Sky Media, celebrate the brands and agencies that are finding innovative ways to cut through in an increasingly fast-moving consumer environment. The awards, which are powered by Campaign, were held last night (September 27) at One Marylebone in central London.

MediaCom was awarded the Effective Brand Building Awards for their great work with Tesco and the Targeting Excellence for their work on the This Girl Can campaign.

For MediaCom's winning campaigns, see below.



Effective Brand Building: Tesco “Serving Britain’s shoppers a little better every day”

Beleagued barely begins to describe Tesco’s situation when it opted to switch its account to Bartle Bogle Hegarty at the beginning of 2015. The retailing giant that could previously do no wrong seemed to have lost its old sureness of touch.

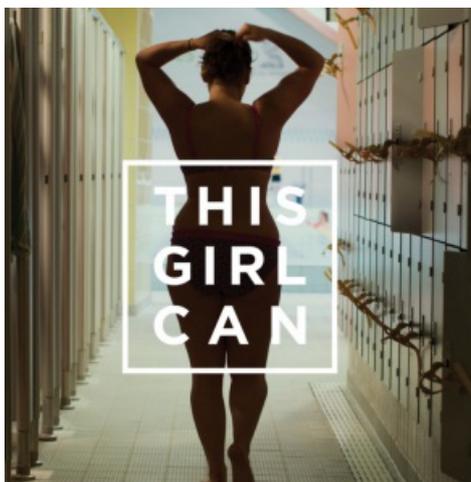
Attacked from below by the discounters, and from above by the quality of Waitrose, while also facing tough competition from others such as Sainsbury’s and Asda, Tesco found itself to be the least-differentiated player. Its market share was steadily being eroded as fewer customers shopped in its stores and spent less when they did.

As if that wasn’t enough, a scandal about overstated profits was followed by a reported pre-tax loss of £6.4bn, the largest ever by a UK retailer. The brand that proclaimed “Every little helps” seemed to be acting in its own self-interest.

With a new marketing team appointed and new agencies BBH (creative) and MediaCom (media) in place, Tesco agreed a turnaround strategy involving a return to being a customer champion and to focus again on “serving people” rather than just “running shops”.

Fearful that customers thought Tesco too big to care about the food it sold, the company has responded with its “Food love stories” campaign. At the same time, it aims to help customers with their daily shopping challenges while showing its “good citizen” credentials by helping the communities in which it does business.

Although the new plan is still in its relative infancy, the signs are positive. After three years of decline, Tesco has gained market share for the first time since 2011. Meanwhile, like-for-like sales have grown for six consecutive quarters, thanks to an extra 10 million customer transactions year on year.



Targeting Excellence: Sport England “This Girl Can Phenomenal Women”

“This Girl Can” has been one of the most celebrated campaigns in recent years, helping millions of women get more active. It turned the established views of women and exercise on their head and struck a chord. However, the fear that women have of being judged has not yet disappeared and Sport England realised it needed another push.

Sport England and MediaCom wanted to communicate to women that it’s OK to go through highs and lows when exercising while inspiring them to keep going. So to mark the second iteration of “This Girl Can”, the agency and brand decided to use Spotify to target all women whose workout playlists were gathering “digital dust” and give them a fresh dose of inspiration through the “This Girl Can Phenomenal Women” content.

With the help of Spotify, they identified playlists and targeted women who had stopped listening to their workout music. While it seemed counterintuitive to find those whose activity had lapsed, the move proved to be a success. The drive, an innovation that had never been done before on the platform, reached more than 250,000 women across the UK, beating Spotify benchmarks five times over.

More importantly, as a result, nearly one in two women took action after seeing the campaign.

Click [here](#) to view the full list of winners.

AWARD WINNING RECOGNITION