



MEDIACOM

NEWS

Three's the magic number

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It's been an eventful few weeks for MediaCom North on the awards front. The agency has seen campaigns for the NHS, Co-op Insurance, and Crabbie's Alcoholic Ginger Beer all recognised on the national stage. The North picked up awards at the Media Week Awards, the UK Social Media Awards, and finally, contributed two gongs to the unprecedented haul of awards picked up by the MediaCom network at the Campaign Media Awards.

This incredible run of success began on 20th October at Grosvenor House in London, where the 'Missing Type' campaign for NHS Blood and Transplant picked up the gold award for Media Idea under £200k at the Media Week Awards. This disruptive campaign removed the As, Os, and Bs from media, brands high profile places, and famous street signs to highlight the need for new blood donors. Almost 500,000 people engaged with the campaign on social media and 1,000 brands showed their support, resulting in 30,000 new blood donors.

Next up, on 3rd of November, it was the UK Social Media Communications Awards at the Emirates Stadium, London. The Co-op Insurance 'Hub', produced by the MBA team in Manchester, picked up the award for Best Business Blog. The 'Hub' was at the centre of MBA's successful content strategy, which delivered an increase in both organic traffic to the Co-op Insurance website, and in online sales.

The client was understandably delighted. Chris Twigg, Customer Engagement and SEO Manager for Co-op Insurance, said, "we set the bar high, with a remit to ensure ideas were either completely unique or offered a whole new slant on a particular topic. From the reactions we've had on social and the links we've been able to acquire it seems to have really worked. We're really happy with The Hub."

Finally, on the 8th of November, at the London Hilton, MediaCom North played a role in perhaps the most dominant performance by a media agency ever at the Campaign Media Awards. The 'Give It Some Ginger' sponsorship of TFI Friday for Crabbie's Alcoholic Ginger Beer scooped the top award in the Alcoholic Drinks category. The sponsorship, in conjunction with social media, outdoor, and in-store activity, saw both awareness and consideration of the brand rocket.

What's more, the NHS 'Missing Type' campaign picked up a second award in almost as many weeks, this time in the Public Sector and Charities category. With the MediaCom network picking up 11 awards in total, including the Grand Prix, it was a great night all round for the agency.

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