

MEDIACOM

internationalist

NEWS

MediaCom US lands Grand Prix at The Internationalist Awards

internationalist
AWARDS FOR
INNOVATIVE DIGITAL
SOLUTIONS
2019

AWARDS

18 OCT 2019

MediaCom's work for Ally Bank wins the Grand Prix at The Internationalist Awards for Innovative Digital Solutions

The Grand Prix campaign, Ally's It's Payback Time – an incentive to prospective customers by highlighting what sets them apart from the big banks. A data fueled, three-step strategy of fueling dissatisfaction with their big banks, led Ally to their best month ever in total deposits.

MediaCom also picked up 3 Gold and 1 Silver for work on Uber, Shell, PlayStation and adidas.

The full list of winners can be found [here](#)

AWARDS