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AWARDS

21 MAY 2020

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MediaCom wins Gold for adidas “Friday Night Stripes” and Ally “It’s Payback Time” and Silver for Shell’s “Moving Forward: a Vision of the Future of Energy”.

adidas “Friday Night Stripes”, exclusively streamed through twitter, was an eight-game series featuring nationally ranked high school teams from across the country. We changed the way fans experienced the game by celebrating the unique, community-based passion for high school football on a national level.

For Ally, we profiled customers in our data platform against a data set of 220MM people and 3,000 behaviors, to develop a predictive algorithm that would help us identify the best

prospective customers for savings accounts and execute our three-step strategy: Fueling dissatisfaction with big banks, generate account openings with Ally and then drive deposit growth.

We continued the support of our messages with OOH calls to action and on social, transitioning our message from “It’s payback time” to “better is out there.”

Shell’s “Moving Forward: a Vision of the Future of Energy” was challenged to generate engagement for what the future of energy systems could be like.

Alongside the New York Times, we created an augmented out-of-home experience to show the future possibilities of US transport and Shell’s Sky Scenario.

The Internationalist connects the people and ideas in international advertising, marketing and media through content, the intelligence, thought leadership, community, collaboration and influence.

The list of finalists can be found [here](#).

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