

MediaCom breaks Festival of Media Global shortlist record

AWARD WINNING

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Agency records 51 nominations for 24 different campaigns across 13 markets.

MediaCom has dominated the shortlist at the 2017 Festival of Media Global Awards, picking up 51 nominations – well ahead of the second most successful agency on 31.

In total, MediaCom was responsible for over 20% of all shortlists, with 24 different campaigns across 13 markets all being selected as world class.

From battling dementia worldwide through MediaCom Germany's Sea Hero Quest app, to bringing back an iconic song for M&Ms in the US, through to helping millions of Chinese residents tackle the effects of air pollution, MediaCom agencies in every region have been celebrated for their work. The UK, which has 10 nominations across five different

campaigns, was nominated the most.

Toby Jenner, MediaCom's Global Chief Operating Officer, said: "This is wonderful recognition for our teams and the excellent work they are producing on our clients' behalf. Central to this is our Systems Thinking philosophy which is fuelling our clients' business growth. I couldn't be prouder of everyone involved in these outstanding campaigns."

This success at the Festival of Media Global Awards follows [MediaCom's record-breaking wins at the Festival of Media Asia](#), where the network picked up Agency of the Year (MediaCom India), Campaign of the Year (Ariel, Dads Share the Load) and an unprecedented seven Golds and four Bronze trophies.

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