

MediaCom 2nd in AdNews Agency Work Rankings

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On April 17th, the third and final round of The AdNews Agency Work Ranking was revealed. Hotly contested amongst agencies, The AdNews Agency Work Ranking is based solely on the awards results of each agency. Over the course of the year, the publication is responsible for ranking agencies on awards they win for their work.

As part of the publication's Media Agency Work Ranking table, MediaCom secured a ranking of second place both for its national network and Sydney office. Based on the quality of work, the Content & Connections Agency was deemed to be better than Bohemia, Match, MEC, Mindshare, OMD and Starcom.

MediaCom Australia's rank was achieved as a result of its performance in all major award programmes including Festival of Media Global, Festival of Media Asia, Media Federation of Australia and Spikes Asia.

Some award winning and shortlisted campaigns from each MediaCom Australia office include:

Festival of Media Asia 2014:

1. Gold - Best Experiential Campaign - Queensland Health 'Your Future Is Not Pretty'
2. Bronze - The Utility/Public Service Award - beyondblue 'Man Therapy'

At the 2014 Media Federation Awards, MediaCom was the most shortlisted and awarded agency of the evening, winning awards for an array of categories including:

Media Federation Awards 2014:

1. Food & Grocery: Procter & Gamble, The Kiss Debate.
2. Media/Entertainment/Travel & Leisure: Foxtel and Eurosport, #VueltaSkelta.
3. Best Integrated Media Campaign: Procter & Gamble, The Kiss Debate.
4. Best Use Of A Small Budget (Up To \$300,000): Foxtel and Eurosport, #VueltaSkelta

Client teams responsible for our AdNews Agency Work Ranking success include:

1. P&G
2. TED
3. Westpac
4. Queensland Government

5. Beyond Blue
6. CUB
7. Foxtel

Helen Black, National Head of Strategy, said of this achievement; "We are absolutely thrilled to have placed second in The AdNews Agency Rankings. This is a massive achievement for us, having been benchmarked against the entire agency landscape, and consistently demonstrating product excellence in local and international awards."

Mark Pejic, CEO MediaCom Australia said, "This is a fantastic performance from our teams here at MediaCom Australia. We are thrilled that each office contributed to the network ranking. As the industry becomes more and more competitive, the diversity of great work we are producing is getting greater and greater and I am delighted we have been recognised for the variation of our work. This is a true testament to not only our people and our clients, but to the high calibre of work that MediaCom produce as an agency on a daily basis."

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