

MediaCom APAC wins at Branded Content & Entertainment awards

RECOGNITION

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MediaCom wins bronze for their work on Shell Advance

Winning in the Best Brand-Commissioned Project category, The Shell Freedom Riders campaign saw MediaCom working in partnership with Fox Sports Asia/ESPN to successfully connect Shell advance with motorcyclists, across seven Asian countries through a unique branded content solution.

The adventure travel series saw motorbike celebrity and enthusiast Charly Borrman embark on a journey through Asia exploring colourful biking landscapes and communities.

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