

MediaCom Canada win at the Media Innovation Awards 2014

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MediaCom Beyond Advertising and Canon take silver for Branded Content at Canada's most coveted national media agency awards

MediaCom Canada have taken home the Silver award for Branded Content in the [2014 Media Innovation Awards \(MIAs\)](#). The award is for a project that MediaCom Beyond Advertising have delivered for Canon.

The MIAs are Canada's most coveted national media agency awards.

This award-winning work is the first of a three part digital series that MediaCom Beyond Advertising are creating for Canon within the year.

As the smart phone camera market improves, this presents a challenge to the camera market, especially within a teen audience who are also increasingly cynical about traditional advertising and increasingly resistant to messaging that seems inauthentic to them.

The challenge was to connect with teens who are now becoming more passionate and creative, these days taking photographs as a form of self-expression, as opposed to simply capturing the moment. This interest in self-expression gave Canon an opportunity to connect with teens through an original content series, working with MediaCom Beyond Advertising to create a solution that used the authentic voices of Teen brands MTV and Music Plus.

The solution was an **inspired 8 part webisode series** - 'MTV Originals' and 'Creations Originals', hosted by MTV personality Phoebe Dykstra and Music Plus host Frederic Bastien. The series followed creative teens exploring their passions such as fashion, tattooing, photography and visual art.

The content lives on a dedicated MTV hub on MTV.ca and MTVplus.com and is illustrated by striking photography across each episode. An extensive social amplification plan, also helped this campaign achieve award winning success.

MediaCom Canada are currently in production of another six part-webisode series, that has seen taken in locations including New Orleans, Spain, Vancouver (Whistler), Italy, the Yukon, and Costa Rica in the past 3 weeks.

"We're thrilled to be working with Canon to help the brand reach and connect with its audience in new and impactful ways. While our client would admit that banking on branded content to deliver its message was a step out of

their comfort zone at first, the strong results have translated into a continued commitment to using branded content to tell the Canon story." Jodi Brown, Director, Content, MediaCom Canada.

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