

MediaCom celebrates shortlist success at FoM LatAm 2013

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30 AUG 2013 2 min read

MediaCom has bagged eight shortlisted entries at this year's Festival of Media LatAm

MediaCom Colombia collected five nominations - more than any other agency from that country.

MediaCom's performance helped GroupM become the most recognised agency group on the shortlist, with 17 nominations in total.

The Festival of Media LatAm is the only focused event for the Latin American media industry, celebrating local media creativity and innovation.

Now in its fourth year, The Festival draws together the regional leadership of media agency networks, the most innovative media owners and Latin America's most powerful and progressive advertisers.

Winners will be announced on 27 September.

[Click here to view the full shortlist.](#)

MediaCom's shortlisted campaigns are:

Best in Communications Strategy

MediaCom Mexico - P&G; Gillette Body Sense Launch

Best Engagement Strategy

MediaCom Colombia - Gynocanesten, Gynocanesten "entre nosotras"
"Between us"

Best Entertainment Platform

MediaCom Colombia - Gynocanesten, Gynocanesten "entre nosotras"
"Between us"

Best Original Content

MediaCom Colombia - Allianz, Having Incomplete Auto Insurance Is Like
Having An Incomplete Vehicle

Best Use of Content

MediaCom Colombia - Gynocanesten, Gynocanesten "entre nosotras"
"Between us"

The Effectiveness Award

MediaCom Mexico - P&G, Gillette Body Sense Launch

MediaCom Colombia - Allianz, Having Incomplete Auto Insurance Is Like Having An Incomplete Vehicle

The Pan-Latin America Award

MediaCom LatAm - Argo, Argo - An Extraordinary Story

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