

# MediaCom dominates Internationalist Awards

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## Agency is major winner at competition honoring digital innovation

NEW YORK - MediaCom dominated last night's Internationalist Awards for Innovative Digital Solutions, walking away with the Grand Prix along with a bronze, silver and three gold trophies. The agency was recognized for work across its global network, and received the top honor for the content-driven "[The Beetle Shark Cage](#)" campaign for Volkswagen.

For two years running, "The Beetle Shark Cage" has transformed the Volkswagen Beetle into a fully-functional shark cage and dropped it in shark-infested waters for the Discovery Channel's summer cult favorite, Shark Week. The highly successful campaign has already won MediaCom a

multitude of accolades, including two Cannes Lions Awards, Adweek's Media Plan of the Year, a Creative Media Award, a One Show Entertainment Award and three OMMA Awards, including best-in-show.

MediaCom also won three gold trophies during the ceremony, including for IKEA's "Magic Mittens" (Norway) and Deutsche Telekom's "Move On" (Germany). The former has also won a Festival of Media Award, while the latter has previously been recognized by the Euro Effies, Festival of Media and M&M Global Awards.

From the U.S., the agency won gold for Canon's "Project Imaginat10n," silver for Subway's "The 4 to 9ers" and bronze for Shell's "Fuel Rewards Network." Earlier this year, the Canon campaign was a winner at the OMMA Awards, and a previous iteration received a Gold Cannes Media Lions Award.

In addition to publishing The Internationalist Magazine, The Internationalist connects people and ideas in the global marketing field via think tanks, competitions and summits, and kicked off a new and exciting partnership with the Association of National Advertisers (ANA) in 2013. Now in its fifth year, the Internationalist Awards for Innovative Digital Solutions recognize the best digital marketing from around the world. Unlike other competitions that cite the best in a single category, all entries were judged together, with winners receiving the highest point scores. These winners were then announced at an awards dinner last night in New York City.

