

MediaCom dominates M&M Global Awards shortlist

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MediaCom has taken top position at the M&M Global Awards, leading the shortlist with 17 entries. Its nearest rival had just 11 shortlisted entries.

Campaigns for Coca-Cola, Deutsche Telekom, Procter & Gamble, Shell and Volkswagen Group have all been recognised as world-class. Ideas were executed in more than 30 markets globally.

Highlights include MediaCom's work on Procter & Gamble's London 2012 'Thank You, Mum' campaign, which was nominated in four different categories including Best Communications Strategy, Best Use of Content, Best

International Launch or Relaunch Campaign and The Sports Performance Award.

MediaCom also picked up three of the four shortlisted places in the Automotive category, with work for Shell Helix, Skoda Citigo and Volkswagen Golf nominated.

The M&M Global Awards recognise the best in multi-market advertising, celebrating campaigns that run across at least two countries. The final winners will be announced in London on 5 September.

In recent years MediaCom has dominated global media award shortlists, taking top place at both the Festival of Media Global Awards and the M&M Global Awards on multiple occasions.

It was named Agency Network of the Year for three years running at the M&M Awards in 2009-2011 and won Agency Network of the Year at the Festival of Media Global in 2010 and 2012.

"We are all thrilled to have topped the M&M Global shortlist for another year. These awards are always competitive and these nominations provide further confirmation of our ability to deliver world class work across all markets and for all clients. With four nominations, Procter & Gamble's 'Thank You, Mum' campaign is an obvious highlight, and a clear example of the smart cross-market thinking of our people. I'm delighted it has been recognised by both our peers on the jury and the industry at large," said Stephen Allan, Global CEO and Chairman of MediaCom.

[Click here to see the complete shortlist.](#)

The full list of MediaCom shortlisted entries is as follows:

Best Nation & Destination Marketing

- Visit London, 'London: Now See It for Yourself'

The Effectiveness Award

- P&G Gillette, 'To Your Armpits and Beyond!'

Best Use of Content

- Deutsche Telekom, 'Move On'
- Procter & Gamble, 'Thank You, Mum'

Best Targeted Campaign

- Shell, 'Shell - Let's Go'

Best International Launch or Re-launch Campaign

- P&G Ariel, 'Fabric of Life'
- Deutsche Telekom, 'Deezer's Perfect Music Moments'
- Procter & Gamble, 'Thank You, Mum'
- Universal Pictures International, 'You Only Live Fast'

Best Communications Strategy

- Coca-Cola, 'Spread the Spirit: Coca-Cola Inspires a Massive Movement in Ramadhan and Raya'
- Procter & Gamble, 'Thank You, Mum'

Best Local Execution of a Global Brand

- P&G Gillette, 'Shave or Crave'
- Volkswagen, 'The Beetle Shark Cage'

Best Automotive Campaign

- Shell Helix, 'Shell Helix: Driven to Extremes'
- Skoda, 'Skoda Citigo - The Car that Understands Women'
- Volkswagen, 'Volkswagen Golf - The One Thing'

The Sports Performance Award

- Procter & Gamble, 'Thank You, Mum'