

MediaCom Germany takes home awards at the German Media Prize

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The agency wins two awards for Volkswagen and Deutsche Telekom at the "Deutscher Mediapreis"

GERMANY: With their campaign "**Entertain Remote Control**" for Deutsche Telekom, MediaCom Germany won the award for "Best Media-Idea Online/Social Media".

MediaCom Germany turned smartphones into interactive remote controls and invited users to test Entertain - without having to visit a T-Shop. "Through the combination of online and mobile, the benefits of the product are presented directly to the consumer - a new and convincing approach," says judge Hans-Peter Kleebinder (AUDI)

MediaCom Germany received a further award in the category "Best Media-Idea Print" with their campaign "**Beetle meets New Max**" for Volkswagen.

The New Beetle 2011 had to be repositioned - away from a female audience, back to its original male target group. MediaCom Germany teamed up with lifestyle magazine "MAX" - and got the male readers to determine the content of the magazine - via Facebook. The result: 1,800 men participated, and the 100,000 limited copies of the special edition sold out rapidly. "This idea shows how the declining medium Print can be revived when cleverly linked with digital," said judge Nicole Prüsse.

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