

MediaCom is Campaign's Media Agency of the Year

RECOGNITION UK

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Work for Snickers and The Army recognised alongside key new business wins

MediaCom UK has been named Media Agency of the Year by Campaign magazine. The agency was celebrated for its collaborative and creative work on brands such as Snickers and The Army, as well as securing big new business wins including Sony and Coca-Cola.

MediaCom's triumphed after topping judges' tick lists in three categories: the quality and creativity of work; the success of the management team in steering the ship and communicating the direction of travel; and new business growth.

Group M, MediaCom's parent company, was also named as Media Network of the Year. Other awards went to Chief Strategy Officer Sue Unerman, who

was named number one media planner, CEO Karen Blackett and Head of TV Phil Hall, who were named among the top ten Media Suits and Media Buyers respectively. MediaCom's work with the Territorial Army, 'TA Live', a partnership with JWT, ITN and Capita, created ground-breaking work, giving viewers ads showing live action from the front line in Afghanistan.

We'd like to extend a thank you to all of our staff, clients and media partners for making our achievements this year possible.

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