

MediaCom lands quartet of Euro Effies

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Designed to recognise great advertising that builds brands across borders, the Euro Effies were awarded in conjunction with MediaCom's partner agencies in recognition both of the creativity and effectiveness of the campaigns they conceived and delivered together.

MediaCom was awarded two Silvers, in recognition for its work with DDB Team Blue on the Volkswagen Golf "The One" campaign and its part, alongside Wieden + Kennedy Amsterdam, in bringing the "Join the Club" campaign for EA Sports Fifa13 to life.

The agency also picked up a couple of Bronze Euro Effies, one for Deutsche Telekom's "Move On" campaign, alongside DDB Tribal Group. The final Euro Effie was awarded for its work with Wieden + Kennedy Amsterdam on the EA Sports Fifa13 "Playing the Long Game: Fifa '09-'13" campaign.

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