

MediaCom named Agency Network of the Year at M&M Awards

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The agency also picked up four separate category awards, demonstrating its ability to deliver world-class strategy for Coca-Cola, Procter & Gamble (including Gillette) and Shell.

The M&M Global Awards recognise and celebrate leading multi-market advertising campaigns, the most innovative and effective work and the finest coordination of multi-local advertising strategies.

MediaCom's work was celebrated at the awards in London last night, with the agency winning Best Communications Strategy, The Effectiveness Award, The Sports Performance Award and Best Automotive Campaign.

MediaCom also dominated the shortlist with 17 entries covering work from more than 30 markets around the world for clients including Universal Pictures, Volkswagen and Deutsche Telekom

The wins maintain MediaCom's excellent historical performance at global media awards competitions. It was previously Agency Network of the Year for three years running at the M&M Global Awards in 2009-2011 and won Agency Network of the Year at the Festival of Media Global in 2010 and 2012.

Stephen Allan, MediaCom Worldwide's Chairman and CEO, said, "We are delighted to have regained the Agency Network of the Year crown at the M&M Global Awards 2013. Having won the title four years out of five, this success demonstrates our continued ability to deliver the very best in cross-market thinking and best-in-class solutions for our clients. We are also pleased to have led the shortlist with 17 entries. Success with so many different brands and from many different offices shows that we are delivering creativity and innovation right across the network."

MediaCom's winning campaigns were as follows:

The Effectiveness Award

MediaCom LATAM: Procter & Gamble, Gillette - "To your Armpits and Beyond!"

Best Communications Strategy Award

MediaCom Indonesia/Malaysia/Singapore: Coca-Cola - "Spread the Spirit: Coca-Cola Inspires a Massive Movement in Ramadhan and Raya"

Best Automotive

MediaCom International: Shell - "Shell Helix: Driven to Extremes"

The Sports Performance Award

MediaCom International: Procter & Gamble - "Thank You, Mom"

Watch the Shell Helix:Driven to Extremes video below: