

# MediaCom named Agency of the Year at M&M Global Awards

GLOBAL AWARD WINNING

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## Network lands nine wins and one highly commended prize to take top title.

MediaCom has been named Agency of the Year after dominating the 2016 M&M Global Awards by picking up the top award in nine of the 18 judged categories at a ceremony in London.

The stunning success was built on work for clients including P&G brands Ambi Pur, Ariel and Head & Shoulders, Deutsche Telekom and VW.

This is the agency's best-ever performance at the M&M Global Awards and MediaCom's Removing the Stain of Social Inequality campaign for Ariel was also named as Campaign of the Year, after winning in four categories.

The M&M Global Awards celebrate excellence in multi-market media creativity, planning and execution and MediaCom's success reflects the network's excellence in all these areas. In addition to the award winners, MediaCom had a total of 26 places on the shortlist with work for Danske Bank, Panadol, Revlon, Shell and Sony Xperia also recognised as best in class.

MediaCom has now been named Agency of the Year at the M&M Global Awards an unprecedented six times in the last eight years. It also picked up a Gold Lion in Cannes this year for its work on Head & Shoulders in Israel this year.

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Stephen Allan, MediaCom Worldwide Chairman and CEO, said: "I'm incredibly proud that we have once again been named Agency of the Year at the M&M Global Awards. Winning the award 6 times in the past 8 years is no mean feat and demonstrates the agility and consistency in the work that we do on behalf of our clients, within an industry that continues to rapidly evolve. The diversity of markets that won individual awards are testament to the strength of the MediaCom network universally and I'd like to thank our hugely talented teams globally for their continued hard work to ensure that our unique vision of Content + Connections delivers the very best, award-winning campaigns for our clients."

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The full list of MediaCom winners are:

Best Local Execution of a Global Brand: **100% Kosher Head & Shoulders**

Best Use of Content: **Removing the Stains of Social Inequality**

Best Use of Social Media: VW Trailer Assist

B2C Campaign of the Year: **Removing the Stains of Social Inequality**

Best Creative Use of Technology: **Sea Hero Quest**

Best Multiplatform Campaign: **Removing the Stains of Social Inequality**

Best Use of an Influencer: San Andreas movie

Innovative Use of Publishing Platform: Trial Blazing – Ambi Pur

The International Effectiveness Award: **Removing the Stains of Social Inequality**

MediaCom was also Highly Commended for its work on the Latin American Launch of San Andreas movie in the Best International Growth Strategy category.

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