

MediaCom produces strong showing at M&M Awards

RECOGNITION

25 JUN 2014 4 min read

MediaCom campaigns have secured 15 shortlist places at the M&M Global Awards.

MediaCom has received 15 nominations at the 2014 M&M Global Awards.

This strong performance was led by Etihad Mapped Out, which has already won Best Digitally Integrated Campaign at the Festival of Media Global, and Gillette Sensitive from Eastern Europe, both of which were nominated in three categories.

The former was among the shortlist campaigns in Best Social Media Campaign, Best Communications Strategy and Best Use of Digital, while the latter will be vying for the top prize in the Best Engagement Strategy, Best

International Launch and The Effectiveness Award categories.

Audi Land of Quattro, which recently picked up a gold award at the Global Effies, was also shortlisted in The Effectiveness Award and Best Automotive Campaign.

Other work to make the shortlist included campaigns for Gillette in APAC, Shell in India, China, Thailand, Vietnam, Indonesia, Philippines and Malaysia, as well as Hugo Boss in Singapore Malaysia and Hong Kong.

Three campaigns were shortlisted in the Best Targeted Category including work for Dassault Systemes, Shell Rimula and P&G Prestige brands, while our global work for Despicable Me 2 was shortlisted in the Best Use of Digital category.

"This strong performance demonstrates our ability as a network to manage multi-market accounts. The presence of campaigns and platforms conceived and delivered in markets as varied as Central Europe, Singapore, India and the UAE shows how strong the MediaCom network is all around the globe. Each of these campaigns demonstrates our ability to deliver compelling content across today's complex and connected media eco-system," said Stephen Allan, Worldwide Chairman and CEO.

MediaCom was named Agency Network of the Year at the M&M Global Awards in 2013, 2011, 2010 and 2009. This year's results will be announced at a ceremony in London on September 4th.

The M&M Global Awards, which are celebrating their 25th anniversary this year, celebrate great international work and campaigns have to have run in two or more markets to qualify.

[Click here to view the full shortlist.](#)

MediaCom's shortlisted campaigns are as follows:

Best Entertainment Platform

- P&G Gillette, Gillette Real Racing 3 - Mediacom Singapore

Best Social Media Campaign

- Etihad, Mapped Out - MediaCom MENA

Best Automotive Campaign

- Volkswagen Audi, Land of Quattro - MediaCom International
- Shell, Shell Advance Freedom Riders - MediaCom International/MediaCom APAC

Best Communications Strategy

- Etihad, Mapped Out - MediaCom MENA

- P&G Prestige, Hugo Boss: Making Women The Boss of Inspiration - MediaCom Singapore

Best Engagement Strategy

- P&G Gillette, Gillette Sensitive Challenge - MediaCom Poland

Best International Launch or Re-launch Campaign

- P&G Gillette, Gillette Sensitive Challenge - MediaCom Poland

Best Targeted Campaign

- Dassault Systemes, Jumping Over Hurdles to Raise Brand Awareness - MediaCom
- Shell Rimula Heavy Duty Diesel Engine Oil, Truckers: APAC's Hidden Heroes - MediaCom India/MediaCom Malaysia
- P&G Prestige, Unifying Prestige Consumers Under One "Beauty Ideal" - MediaCom Singapore

Best Use of Digital

- Universal Pictures, Despicable Me 2: Turning Minions into Billions -

MediaCom International

- Etihad, Mapped Out - MediaCom MENA

The Effectiveness Award

- P&G Gillette, Gillette Sensitive Challenge - MediaCom Poland
- Volkswagen Audi, Land of Quattro - MediaCom International

RECOGNITION