

MediaCom sees success at Cannes Media Lions Awards

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Honoured with seven shortlists across six markets

CANNES, FRANCE, 17 June 2013 - Once again, MediaCom has been recognised for global excellence, picking up seven shortlist nominations in the Media Lions category at the Cannes International Festival of Creativity.

Often considered "the Oscars of advertising," the Cannes Lions Awards received a record-breaking 35,765 total entries from 92 countries this year. MediaCom secured four Media Lions shortlist nominations as lead agency.

Winners will be announced tomorrow at the Cannes Lions Festival's awards gala.

"The Beetle Shark Cage," a branded entertainment effort for Volkswagen, is shortlisted in two Media Lions sub-categories: Best Use of Branded Content & Sponsorship and Cars & Automotive Services. The popular campaign from MediaCom USA - which turned a Volkswagen Beetle into a fully-functional shark cage and dropped it in shark-infested waters - has already won a Creative Media Award and received a One Show Entertainment Award last week.

MediaCom UK's "Capita: British Army" recruiting campaign for the Territorial Army - produced in collaboration with JWT and featuring the first TV ads filmed live from a war zone - is nominated for Best Use of Special Events and Stunt/Live Advertising.

MediaCom Indonesia also picked up a Best Use of Ambient Media (Small Scale) nod for "Ramadan Acts of Kindness," a Coca-Cola campaign that enabled Indonesians to write messages of thanks on blank labels affixed to Coke bottles during Ramadan.

MediaCom is the credited partner agency on an additional three shortlisted campaigns:

- For IKEA: "Moving the Store" with SMFB in Norway (Best Use of Special Events and Stunt/Live Advertising)
- For Colcafé: "Misspelled Websites" with Rep/Grey in Colombia (Best Use of Digital Media)
- For Volkswagen: "Building the People's Car" with Proximity Beijing and Goodstein & Partners in China (Best Use of Branded Content & Sponsorship)

"This is a fantastic performance from our teams around the world," said MediaCom Worldwide Chairman and CEO, Stephen Allan. "As the Cannes Lions Awards become more and more competitive, this level of creativity and innovation helps inspire us to continue to deliver the very highest calibre of work for all our clients".

MediaCom has consistently been one of the most awarded media agencies at international competitions, both in terms number of shortlists and wins. The agency was named Network of the Year at the 2012 Global Festival of Media Awards and was the first to be recognised as Network of the Year for three consecutive years at the M&M Awards. At last year's Cannes Media Lions Awards, MediaCom walked away with one Gold, one Silver and four Bronze Lion Awards for work with clients that included Canon, Hasbro and P&G.

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