

MediaCom shortlisted for 15 Festival of Media Asia Pacific Awards

AWARD WINNING

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MediaCom APAC receives shortlist nominations for seven campaigns in six markets across the region

The Festival of Media Asia Pacific (FOMA), the largest gathering of media leaders in the region, announced the shortlist for its 2016 awards programme.

From a total of 44 entries, MediaCom has received 15 shortlist nominations from markets including Australia, China, India, Hong Kong, New Zealand and Vietnam, making it the second most shortlisted agency within the region.

Selected by a jury of 50 industry leaders from media agency networks and independents, clients and digital specialists, the shortlist reflects the truly pan-Asian nature of the event.

Mark Heap, CEO MediaCom APAC said, "This is a fantastic performance from our teams across the region. As the industry becomes 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. We look forward to the winners being announced in March."

Winners will be decided by a final jury meeting in Singapore, where the Festival of Media Asia Pacific Awards will take place at the Twitter HQ on Tuesday 22nd March 2016.

MediaCom's shortlist nominations include:

Australia (5):

- Best Communications Strategy: Get Cash, Westpac
- Best Launch Campaign: Get Cash, Westpac
- Best Use of Video: Get Cash, Westpac
- Best Content Creation Award: Duracell Furies, P&G
- Best Entertainment Platform: Duracell Furies, P&G

India (5):

- Best Communications Strategy: Ariel removed the stains of Social Inequality, P&G
- Best Launch Campaign: Ariel removed the stains of Social Inequality, P&G

- Best Use of Content: Ariel removed the stains of Social Inequality, P&G
- The Effectiveness Award: Ariel removed the stains of Social Inequality, P&G
- The Utility/Public Service Award: P&G Shiksha, P&G (Credited agency)

Vietnam (2):

- Best Launch Campaign: Say it with EmotiCokes, The Coca-Cola Company
- The Creative Use of Media Award: Say it with EmotiCokes, The Coca-Cola Company

China (1):

- Best Use of Mobile: Intimacy via Hair Touch, P&G Rejoice

Hong Kong (1):

- Best Use of Mobile: Audi TT Launch, Volkswagen Group

New Zealand (1):

- Best Communications Strategy: Show Me The Money!, Bank of New Zealand (BNZ)

View the full shortlist [HERE](#).

