

MediaCom Singapore takes top honours at Mob-Ex 2014

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Agency scoops 13 awards, more than any other organisation

MediaCom has topped the charts at the Mob-Ex Awards 2014, winning the title of Mob-Ex Best of Show - Agency, along with winning 13 other accolades.

MediaCom picked up three gold, six silver and three bronze awards, topping categories such as Best In-App Advertising, Best Mobile Advertising Solution and Most Innovative Use of Mobile for clients P&G and Audi Singapore and Fonterra. MediaCom's work for P&G also earned the client the prestigious title of Best in Show - Brand.

Now in its second year, the Mob-Ex Awards celebrate Singapore's vibrant mobile marketing ecosystem by honouring organisations and contributors who

have raised the bar for mobile marketing.

MediaCom's full list of winners is as follows:

Best In-App Advertising

Gold - Audi Singapore, A3 SB Launch, 'Let us Entertain You'

Silver - P&G Gillette, 'Real Racing 3'

Most Creative App

Silver - P&G Gillette, 'Real Racing 3'

Best Brand Awareness Campaign

Silver - P&G Gillette, 'Real Racing 3'

Best Mobile Advertising Solution

Gold - P&G, Gillette, 'Real Racing 3'

Bronze - Audi Singapore, A3 SB Launch, 'Let us Entertain Yo

Best Integration of Mobile

Bronze - P&G Gillette, 'Real Racing 3'

Best Use of Multiple Mobile Channels

Silver - Fonterra Brands, Anlene 'Step UP!'

Best User Experience

Silver - P&G Gillette, 'Real Racing 3'

Most Innovative Use of Mobile

Gold - P&G Gillette, 'Real Racing 3'

Best Use of Social Platform

Silver - Fonterra Brands, Anlene 'Step UP!'

The Mob-Ex Best of Show 2014 - Brand

P&G

The Mob-Ex Best of Show 2014 - Agency

MediaCom

Click [here](#) for a full list of winners.

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