

MediaCom succeeds at the FoM LatAm

RECOGNITION

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MediaCom Mexico wins the Best Effectiveness award, MediaCom Colombia and MediaCom Miami walk away with Highly Commended recognitions.

MediaCom achieved great results in the recent Festival of Media LatAm, the main event of the Media and Communications industry in Latin America, which celebrates creativity and innovation in local and regional media.

MediaCom Mexico went home with the Best Effectiveness Award for their Gillette Body Sense campaign for P&G.

"I'm so happy and excited by the fact that MediaCom LatAm won its first Festival of Media LatAm award, which is the recognition of the most important industry event in Latin America", said Fernando Silva, CEO of MediaCom Latin America & The Caribbean.

MediaCom Colombia's work was also recognised by the judges who awarded their Gynocanesten campaign for their client Bayer a Highly Commended mention in the **Best Use of Content** category, crowning a very exciting year for the newest office in the region, which also included five shortlisted cases at the Festival of Media LatAm 2013, great business results and the move to a new office space.

Also, MediaCom Miami's work for the Argo movie launch campaign for Warner Bros was recognised, obtaining a Highly Commended mention in the **Best Pan-Regional Campaign** category.

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