

MediaCom US wins best of show at the CMAs

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Pennzoil's "Mario Karting Reimagined" is night's only double winner

NEW YORK - MediaCom won two awards, including best-in-show, for Pennzoil's "Mario Karting Reimagined" campaign at last night's Creative Media Awards.

The campaign - which created a real-life Mario Kart racing experience at last year's SXSW to promote the innovative Pennzoil Platinum with PurePlus Technology - also won in the New, Emerging& Experimental Media category.

Winners were announced at a gala last night in New York and was the only single campaign to win in more than one category. The Creative Media Awards are hosted by MediaPost and are the only awards competition dedicated to honoring creativity in the media industry.

This is the latest in a long winning streak with "Mario Karting Reimagined," which also won [Adweek's Media Plan of the Year Award](#), an OMMA Award and a [Cristal Award](#). It was dubbed a "Super Bowl-caliber hit" by Fast Company and one of the biggest wins in SXSW history by The Daily Dot.

Read more about the win [here](#).

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