

MediaCom USA enjoys more shortlist success at Cannes

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Agency's Volkswagen Beetle Shark Cage campaign recognised in the Branded Content Lions

CANNES, FRANCE, 21 June 2013 - MediaCom USA has been shortlisted for another award at this year's Cannes International Festival of Creativity. The agency's "The Beetle Shark Cage" campaign for Volkswagen has been nominated in the Best Brand or Product Integration into a Feature Film sub-category of the Branded Content Lions.

The campaign, which has already won a bronze Media Lion in the Cars & Automotive Services sub-category, saw MediaCom partner with Deutsch LA, engineers and shark photographers to create a fully-operational underwater

Beetle and actually drive it in shark-infested waters. This exciting effort served as the basis for an original content series that ran as part of Discovery Channel's wildly popular Shark Week.

"The Beetle Shark Cage" was also shortlisted in the Best Use of Branded Content & Sponsorship sub-category of the Media Lions, and has recently been recognised by the Creative Media Awards, One Show Entertainment Awards and the Festival of Media Awards.

MediaCom also collected a second bronze Media Lions for an IKEA campaign created with SMFB in Norway. "Moving the Store" enlisted hundreds of local volunteers to help IKEA literally move a store to a new location. The initiative broke sales records for IKEA and earned a Bronze Lion for Best Use of Special Events and Stunt/Live Advertising.

Winners of the Branded Content Lions will be announced on Saturday 22 June.

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