

MediaCom USA win three Adweek Media Plan of the Year Awards

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For the third consecutive year, Adweek has named MediaCom USA a Media Plan of the Year winner, with three campaigns for Shell and Coca-Cola honoured.

This year's success follows MediaCom's 2014 MPoY win for Shell/Pennzoil's "Mario Kart Reimagined" SXSW activation and its 2013 win for Volkswagen's Beetle Shark Cage.

"We thank *Adweek* for recognizing three campaigns that represent not only our global commitment to Content + Connections, but also our focus on delivering exceptional bottom-line results for clients," said Sasha Savic, CEO

of MediaCom USA. "For us, this three-peat proves the rule: engaging stories, told through original content and a fully-integrated communications system, work for both marketers and consumers alike."

Shell "Power of Sport"

Best Use of Alternative Media (\$4 million plus)

Power of Sport tells the moving story of how Shell helped use the kinetic energy from children's footsteps to light up a night-time Brazilian favela during the World Cup. The case has won several awards this year, including a **Bronze Lion** at the Cannes Lions Festival of Creativity and a **"Marketing Makes a World of Difference Award"** from The Internationalist and The Association of National Advertisers (ANA).

Shell "Cities Energized: The Urban Transition"

Best Use of Native Advertising (\$1 million - \$2 million)

With Cities Energized, MediaCom and Shell accomplished what no other advertisers had: motivate The New York Times to accept its first native advertising campaign.

Coca-Cola "The World's First Fully Personalized TV Campaign"

Best International Campaign (\$1 million - \$5 million)

How do you follow the incredibly popular "Share a Coke" personalized bottle campaign? By giving all 11 million UK viewers on the 4oD catch-up TV platform a chance to see their own name on a bottle.

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