

MediaCom USA wins 4A's O'Toole Award for Media Excellence

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Inaugural award announced at annual conference in New Orleans

NEW YORK - MediaCom USA has been named the winner of the 4A's O'Toole Award for Media Excellence in the large agency category. The win was announced at the 4A's (American Association of Advertising Agencies) 2013 annual conference, Transformation: The Idea Effect, held this week in New Orleans.

Since 1991, the O'Toole Awards have recognised the highest level of excellence for an agency's body of work on behalf of multiple clients, with entries open to both US-based and international creative agencies of all sizes.

The 4A's added a category for media planning and buying excellence this year for the first time.

Large media agencies were invited to submit four examples of innovation and creativity in the service of four different clients/brands. MediaCom's winning body of work included "Project Imagin8ion" for Canon, "Healthy Choice Top Chef Showdown" for Con Agra Foods, "The Power to Do More" for Dell and "The Beetle Shark Cage" for Volkswagen. All have been recognised in previous award competitions.

"It's a watershed moment, really, to have the 4A's add an award category for media agencies," said Sasha Savic, CEO of MediaCom USA. "Clients don't have time for silos anymore; they need their media agencies to be creative, to start with the consumer, to - as we say - design and deliver experiences that make people see brands differently. We are so proud to have the 4As recognise MediaCom as the first large agency to successfully seize this opportunity on behalf of our clients."

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