

# MediaCom wins silver at Cannes Branded Content and Entertainment Lions Awards gala

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## Award makes Volkswagen's "Beetle Shark Cage" a two-time Cannes winner

CANNES, FRANCE, 22 June 2013 - MediaCom added a third Cannes trophy to its collection today, winning a Silver Lion in Branded Content and Entertainment at the Cannes International Festival of Creativity for "The Beetle Shark Cage."

MediaCom was one of only a handful of media agencies to be shortlisted or named a winner in the category. "The Beetle Shark Cage," led by MediaCom USA, received its honour in the sub-category, "Best brand or product

integration into a feature film, existing TV show and/or series."

The campaign brought the Volkswagen Beetle to Discovery Channel's popular Shark Week in a spectacular way. Working with shark photographers and engineers, MediaCom turned the iconic car into a fully operational underwater shark cage. Cameras followed the process from designing and building the cage to actually driving it in shark-infested waters. The result was an exciting original series that aired on TV and online during Shark Week.

Tonight's win makes "The Beetle Shark Cage" a two-time winner at Cannes this year, as the initiative also won a Bronze in the Media Lions category earlier this week. The effort has been previously recognized by the Festival of Media Awards, One Show Entertainment Awards and Creative Media Awards.

"When the Cannes Lions added the Branded Content and Entertainment Awards category in 2012, it was recognizing a change in how consumers interact with brands: a change we proactively tackled when we launched MediaCom Beyond Advertising, our own global team of experts that helps clients grow via the creation and distribution of branded content," said Stephen Allan, Worldwide Chairman and CEO of MediaCom. "'The Beetle Shark Cage' has become an excellent example of an MBA success that is both refreshingly creative and effective, so we couldn't be more excited to see it acknowledged at the most prestigious advertising award competition in the world."

MediaCom received a total of eight shortlisted nominations at Cannes this week. In addition to its two wins for "The Beetle Shark Cage," the media agency won a Bronze Media Lion for "Moving the Store," an IKEA campaign

created with SMFB in Norway that enlisted hundreds of local volunteers to help IKEA literally move a store to a new location.

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