

# MediaCom wins UN award for MY World work

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The United Nations has presented MediaCom Worldwide with a special partner award for its contribution to the UN's MY World campaign

September 26, LONDON - The agency was given the MY World Communications Award last night at a ceremony held during the 68th session of the UN General Assembly in New York.

The award recognizes MediaCom's role in helping the United Nations promote a unique citizen survey, the results of which will inform global leaders and decision-makers on the role the UN can play in improving the lives of everyone on the planet. MediaCom's brief was to ensure that as many people as possible took part in the MY World 2015 survey.

MediaCom worked with the Spanish creative agency 101 Ciento to help generate more than 1.1 million contributions from 194 different countries, creating a truly global perspective on the issues that concern all global citizens and their families the most.

MediaCom also created a special United Nations day for global media partners, which resulted in MY World messages appearing in The Economist and on CNN, Eurosport and Reuters with a blogger outreach programme via GoViral. Activation of the message also included distribution of special issues of The Economist at a meeting of the UN's High Level Panel in Bali.

MediaCom staff across the globe used their extensive personal and professional social networks to spread the message.

Fraser Riddell, Global Chief Client Officer at MediaCom Beyond Borders, accepted the award on behalf of MediaCom. "The success of the MY World 2015 campaign is a great example of advertising making a difference for us all", he said. "It's been an immense privilege to be part of the United Nations team committed to this groundbreaking work".

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