

MediaCom Worldwide sends young contest winner to Cannes Festival

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17 JUN 2013 2 min read

Jox Petiza, from MediaCom Malaysia impresses with proudest achievement

CANNES, FRANCE, June 17, 2013 - A young MediaCom Worldwide staffer, Joyce Marion (Jox) Petiza, is a member of the agency's delegation to this week's Cannes Lions International Festival of Creativity based on just 250 little words.

On the eve of the prestigious Festival, MediaCom invited global staffers under the age of 28 (born after 22 June 1984) to describe the work achievement that made them proudest - one that demanded they do something "new or brave" - in exchange for an all-expenses-paid trip to the Young Media Academy at this year's Cannes Lions Festival. The prize includes full access

to a guided week-long course for young media professionals, special shortlist screenings, access to all award ceremonies and access to all master classes and presentations held in the Young Lions Zone in the Palais des Festivals.

In less than 4 days, nearly 100 staffers from 23 markets submitted their 250-word responses, and Petiza's moving answer describing her work as a strategic planner committed to "moving campaigns up a notch through content and brand integration" in a market "starting from scratch" won the day.

"In just one year, Jox has done some amazing work, generating recognition for MediaCom with both clients and content partners," said Divya Gururaj, Head of South & South East Asia. "Thanks to her, we now have proven capabilities in branded entertainment, sponsorships and content partnerships. We know that she'll take full advantage of this well-deserved trip to Cannes, and can't wait for her to come back!"

In congratulating both Jox and the contest runner up, Daniel Gunasekara from MediaCom Sydney, Stephen Allan, MediaCom Worldwide CEO, added, "Nothing makes me prouder than the breadth of amazing, young talent we have in the company. Our 'people first, better results,' philosophy was a recurrent theme in the submissions we received, and both Jox and Daniel are two that have truly made it come to life in their work each and every day."

Petiza will be posting online from Cannes and can be followed on Twitter at [#joxatcannes](#)

