

Winner of international Tell The Truth Competition announced

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Unerman awards MediaCom internship to winner of truth teller competition

Jonathan Salem Baskin and Sue Unerman, authors of *Tell the Truth: Honesty Is Your Most Powerful Marketing Tool*, together with MediaCom have awarded an internship with a difference to the winner of their "Become a Brand Truth-Teller" competition. Multilingual student Francesco Granati will join as a paid intern in MediaCom's London offices and will be invited to become a weekly blogger giving his insights into the world of marketing.

The transatlantic competition invited bright undergraduate and business school students from across the USA and Europe to come up with a solution to a brief, based on the understanding that brands that tell the truth are the

ones that truly succeed - the premise of Unerman and Salem Baskin's book. Granati's 1000 word essay won the judges over with its strong practical views on truth in advertising and its innovative ideas.

Submissions were judged on their insight, originality, flexibility and affordability by a high-profile panel of experts including the two authors, MediaCom's global CEO Stephen Allan; Sasha Savic, CEO of MediaCom USA; Don Schultz, professor emeritus-in-service at Northwestern University; Ken Wheaton, managing editor of Advertising Age; Vic Davies of Bucks New University and Claire Beale, editor of Marketing Magazine.

Unerman, Chief Strategy Officer at MediaCom, says "We really believe in the power, creativity and freshness that new talent can bring to the industry and are looking forward to having Francesco on board and continuing the dialogue on the importance of truth in marketing. I'm sure we'll learn a lot from each other!"

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