

Headline **MediaCom dominates Festival of Media Awards**
Date **30 Apr 2010**
MediaTitle **The Sun**
Section **Media&Markeing**
Journalist **N/A**
Frequency **Daily**
Circ / Read **270,506 / 171,000**

Language **English**
Page No **20**
Article Size **90 cm²**
Color **Black/white**
ADValue **1,080**
PRValue **3,240**



MediaCom dominates Festival of Media Awards

MEDIACOM was named Media Agency Network of the Year at the prestigious Festival of Media 2010 Awards recently to celebrate the best in media thinking and communications strategy worldwide.

The extent of MediaCom's reach was underlined by the number of its campaigns that were shortlisted.

In total, 16 MediaCom entries were shortlisted across seven categories – the highest number by a single agency network.

MediaCom also topped the short-listed entries in the Creative Use of Media, The Award for Media Bravery and the Best Communications Strategy categories.

Its chief executive officer and

chairman Stephen Allan said: "Following the success of our agency at the M&M Awards last year I vowed that we would not rest on our laurels and by winning this award I am proud to say that we most certainly haven't."

He said receiving the Agency Network of the Year is regarded throughout the media world as the gold standard of industry accolades.

"I am especially pleased with our dominance in the Creative Use of Media and Media Bravery categories, as it has been our mission to empower our network to encourage and develop innovation and creativity on behalf of our clients," Allan said.

MediaCom's winners were in the following categories: Best Communications Strategy for T-Mobile, Dance in the UK and Best Targeted Campaign for GSK's Teams with Drag Queens to Fight HIV campaign in the US.

These campaigns were not only recognised for their creativity and insight, but also on their proven results against client objectives.

The judges comprise senior figures from global advertisers, agency networks and media experts.

At the ceremony in Valencia last week MediaCom Worldwide COO Harvey Goldhersz received the award on behalf of the network.