

Festival of Media Awards 2010 call for entries

The fourth annual Festival of Media Awards, organised in association with Advertising Age is open for entries. The winners of the 2010 event will be announced at the awards gala dinner on Tuesday, 20 April 2010 in Valencia.



In this second year, according to the organisers, the list of categories has been revised and more rigour has been added to the judging process. Entries are open for 14 awards categories.

Entering categories include:

- Best Communication/Entertainment Platform
- Best Communications Strategy
- The Consumer Benefit Award
- The Award for Media Bravery
- Best Event/Activation
- Best Use of Content
- Best Consumer Driven Campaign
- Best Use of the Digital Landscape
- Best Use of Mobile
- Best Targeted Campaign
- Media Owner of the Year
- The Creative Use of Media Award
- Media Innovation of the Year
- The Effectiveness Award

For an explanation of each category and the judging process, go to www.festivalofmediaawards.com.

Deadline for entries is 14 January 2010.

For queries regarding entries for the awards, email Francesca Ambrosini at or call +44 (0) 207 367 6984.