

# Winners of the Festival of Media Global Awards 2018 announced

The Festival of Media has announced the winners of the Festival of Media Global Awards 2018.



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The event was hosted at the Rome Cavalieri in Rome and 80 trophies were given out at the 'Alice in Medialand' themed awards show.

## Big winners

Touché! Canada, an agency under the PHD network, dominated proceedings taking home 6 gold and also winning the Agency of the Year awards. Touché!'s campaign Data vs Car for the VIA Rail Canada was additionally awarded the grand prix for the Campaign of the Year.

Taking home a total of 19 trophies to eight different countries, MediaCom was awarded the prestigious Agency Network of the Year Grand Prix, impressing with a variety of fantastic campaigns.

Proving its global appeal out of 53 countries entered the awards saw winners from 27 countries, with UK leading the way with 19 wins, followed by Canada (10), the US (7) and Israel and China both taken home five trophies each.

## Three juries

For the first time there were three juries, dedicated to Media, Insight and Technology and Content. The media jury was led by Jon Halvorson, Global VP, Media, Digital and Data for Mondelez, the Insight and Technology jury was chaired by Phil Wade, CMO of Jetstar and George Webster, EMEA content marketing lead for HP led the Content jury through the discussions.

The Festival of Media Global Awards is dedicated to the evolution of media, celebrating the best in media thinking and communications across the world. Judged by an innovative, respected and diverse panel of regional brand marketers and industry experts, the programme is a prestigious event rewarding the very best work.

## Complete list of winners

**Campaign of the Year:** Data vs Car, Touché! PHD

**Agency of the Year:** Touché! PHD

**Agency Network of the Year:** MediaCom

**Independent Agency of the Year:** Mediaplus

## **Best Influencer Campaign**

Bronze: In Romania, Winter is Not Coming – UM Romania

Silver: Skoda x Handsome Dancer “CoinciDance” Campaign – PHD Taiwan

Gold: Is it okay for guys? – PHD UK

## **Best Branded Content in traditional/non-digital channels**

Bronze: Continuity Bat – PHD UK

Silver: Oops – Havas Media

Gold: Got Next – High School Basketball League - Mindshare

## **Best Branded Content in digital channels**

Bronze: JLR – The Discovery Adventures – Mindshare UK

Silver: Puck Cook with Her – PHD UAE

Gold: #BeHeard – AJ Fight of the Century – Havas Media Group UK

## **Best Use of Content**

Bronze: Wiggle While You Brush With Macleans – PHD Media Australia

Silver: Lo Chingón Está Aquí (Lady Prieta) – MediaCom Beyond Advertising Mexico

Gold: Batman Barges In – PHD United Kingdom

## **Best Use of Live Streaming**

Bronze: Mountain Dew League – OMD

Silver: The Luckiest Media Campaign Ever – Sid lee Media

Gold: Live from Inside the Human Body – MediaCom

## **Best Use of AR/VR Technology**

Bronze: Hijacked Highway - Mccann Lima Peru

Silver: A Sedan RE-Imagined - Touché! PHD Canada

Gold: The app that made milk cartons sing! - Touché! PHD Canada

## **Best Local Execution of a Global Brand**

Bronze: “I’m Sorry, Mom” (A song of forgiveness) – Mediacom Indonesia

Silver: LetOutTheSour – MediaCom MENA Saudi Arabia

Gold: I don't roll on Shabbos – Mediacom Israel

## **Best Use of Data and Insight Award**

Bronze: Is it ok for guys? – PHD UK

Silver: Theraflu Flu Tracker – Mediacom Russia

Gold: Data Vs Car - Touché! PHD Canada

## Best Use of Gamification

Bronze: Turning KFC into Gamers Playground – Mindshare China

Silver: Sunlight Smart Water Saver Game - Digitata Insights South Africa

Gold: LetOutTheSour – MediaCom MENA Saudi Arabia

## Best Use of Geo-Location

Bronze: The Parking Space Search Feature. Live Premiere in Berlin – Mediaplus Germany

Silver: Theraflu Flu Tracker – MediaCom Russia

Gold: Data vs Car – Touché! PHD Canada

## Best Use of Mobile

Bronze: The Lenz - Mediacom Germany – Mediacom Germany

Silver: The App That Made Milk Carton Sing! – Touché! PHD Canada

Gold: Pocket Dentist – Red Fuse Communications India

## Best Use of Programmatic

Bronze: Double 11 goes global – Wavemaker Hong Kong

Silver: Trimester targeting with Huggies – Mindshare China

Gold: The VW In-Market project – OMD Denmark

## Best Use of Technology

Silver: BabyFace – Mediacom Israel

Gold: Race TV – Wavemaker Hungary

## Best Use of Digital Media

Bronze: Crushing the biggest shopping day on the planet – Mindshare China

Silver: Amazon Echo – The World's First Alexa-Powered Ad – Initiative UK

Gold: Spoiler-Mite: The *Game of Thrones* Spoiler Blocker from Marmite – Mindshare Sri Lanka

## Effective Use of E-commerce

Bronze: Trimester targeting with Huggies – Mindshare China

Silver: The Secret to Success is... Timing – Manning Gottlieb OMD UK

Gold: Euphoria Marketing – Touche PHD Canada

## The Effectiveness Award

Bronze: Food Love Stories – MediaCom United Kingdom

Silver: Wiggle while you brush with Macleans – PHD Media Australia

Gold: Steal your boyfriend's shampoo – MediaCom Warsaw Poland

## Collaboration Award

Bronze: P&G My Black is Beautiful | The Talk – Hearts and Science United States of America

Silver: Live from Inside the Human Body – MediaCom United Kingdom

Gold: The app that made milk carton sing! – Touché! PHD Canada

## Best Event, Experiential or Sponsorship Campaign

Bronze: Mountain Dew League – OMD United States of America

Silver: Budweiser Goal-Synced Arena – UM Canada

Gold: Nayi Soch: New Thinking – Mindshare India

## Best Engagement Strategy

Bronze: Build Australia – UM Australia

Silver: Pumpkin Spiced Latte – Manning Gottlieb OMD United Kingdom

Gold: Spark Santaline: One phone call, two magical Christmases – PHD New Zealand

## Best Multi-screen Campaign

Bronze: Make the Future – National Geographic United Kingdom

Silver: #LifeInHel - Dagmar Ltd Finland

Gold: beIN Bed Campaign – beIN SPORTS United States of America

## Best Use of Real-time Marketing

Bronze: Rombot – UM Romania

Silver: The Secret to Success is... Timing – Manning Gottlieb OMD United Kingdom

Gold: Data vs Car – Touché! PHD Canada

## Best Use of Traditional or Ambient Media

Bronze: Life Line - Havas Media Colombia

Silver: *War for the Planet of the Apes*, 'Battle Of The Broadcasters' – Mindshare United Kingdom

Gold: No Toilet No Wedding – Initiative India

## Best Launch Campaign

Bronze: MailChimp Did You Mean? – PHD United States of America

Silver: Her Story is Our Story: The Laws of Gilead – UM LA United States of America

Gold: Lo Chingón Está Aquí (Lady Prieta) – MediaCom Beyond Advertising Mexico

## Impact Award

Bronze: DB: Beer Bottle Sand – PHD New Zealand

Silver: Beautiful Lengths – MediaCom Israel

Gold: Pocket Dentist Red Fuse Communications India

## The Creative Use of Media Award

Bronze: Virgin Trains Loves Car Rage – Manning Gottlieb OMD United Kingdom

Silver: O2 Oops – Havas Media United Kingdom

Gold: Gillette BabyFace – MediaCom Israel

## Best Communications Strategy

Bronze: Do Donken – OMD Sweden

Silver: I don't roll on Shabbos – MediaCom Israel

Gold: MailChimp Did You Mean? – PHD United States of America

## **Special Award – Best Adtech/MarTech Platform**

Winner Kia Lead Generation – Havas Media

## **Special Award – Brand Bravery Award**

Winner Lo Chingón Está Aquí (Lady Prieta) – MediaCom Mexico

## **Special Award – Inclusion Awards**

Winner MediaCom UK – MediaCom

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