

# Maxus Global's 'From Zica to Tiago' campaign wins Grand Prix at 2017 World Media Awards

The 2017 [World Media Awards](#), which celebrate the effectiveness of cross-platform, cross-border, content-driven advertising, have awarded the Grand Prix to Maxus Global for its 'From Zica to Tiago' campaign for Tata Motors and the World Media Award for the 'automotive' category.



"We're delighted to have won this prize," said Nick Vale, worldwide head of planning at Maxus Global. "Supporting quality journalism in 2017 is something which I think is important to all of us. To do it by entering the World Media Awards and then winning – that is special. We are thrilled."

Emma Winchurch-Beale, president of the World Media Group and international sales director at the Washington Post commented, "We were delighted to see a notable increase in entries for this year's World Media Awards, with submissions from all over the world. As advertisers strive to target consumers globally, a successful content-driven ad campaign can be a powerful way to tell a brand's story across multiple channels and borders."

"Tata Motors' entry 'From Zica to Tiago' is a great example of this, inspiring consumers to engage with the brand on a personal level. Demonstrating authenticity, openness and collaboration, this innovative campaign is well-deserving of the Grand Prix Award."

Three head judges, Ian Armstrong, global advertising GM, Jaguar Land Rover, Sanjay Nazerali, global chief strategy officer with Carat Global and Raquel Bubar, director T Brand Studio International at The New York Times presided over a panel of 30 senior judges from major brands, agencies and media owners. They had the challenge of selecting seven category winners and a Grand Prix winner from the entries received from across the globe.

View the 2017 winners [here](#).

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