

OMD leads the M&M Global Awards 2016 Shortlist

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Award winners to be announced at the M&M Global Awards on Thursday 8 September 2016 at the Grosvenor House, London

M&M Global Awards in its 27th year announces today the highly-anticipated shortlist celebrating the best multi-market media campaigns from around the world.

The shortlist is headed by OMD with a total of 35 nominations across 16 categories. Following in second place is MediaCom while MEC is the third highest performing agency on the list.

Independent agencies present on the prestigious shortlist include companies such as Atomic 212 and LONDON Advertising while media owners include The Wall Street Journal and Yahoo! EMEA.

Brands that dominate the shortlist are Double Robotics with the campaign 'Lucy The Robot' which ran globally and Deutsche Telekom A.G. with 'Sea Hero Quest' which ran in Europe.

Seven new categories were introduced to this year's awards. These include Best Multiplatform Campaign, Best Use of an Influencer, Innovative Use of a Publishing Platform, Best Creative Use of Technology, Best International Growth Strategy, B2C Campaign of the Year and The Talent Award reflecting on the ever-changing and multifaceted global media landscape.

The winners will be decided in a final round of judging by a prestigious jury that includes C-suite executives from Diageo, Hiscox, Jaguar Land Rover, MasterCard, Toyota and Unilever, as well as media owners, media agencies and independents.

The winners' announcement will take place at the M&M Global Awards gala dinner event on the evening of 8 September 2016 at the Grosvenor House, London supported by NBCUniversal International Networks who is the Headline Partner of the 27th edition of the event for the second successive year.

To book your table, please contact Komla Ayewoh at komla.ayewoh@csquared.cc, tel: +44 (0) 20 7367 6464.

About M&M Global

M&M Global brings together and celebrates the world's international media and marketing community, offering a unique hub for content, networking and intelligence. For more than 25 years, M&M Global has provided valuable commentary on the changes occurring in the media landscape, helping advertisers and their agency and media owner partners decipher what's happening and what they should do next. In 2015, M&M Global relaunched with a new digital platform, bringing a wider range of text, video, audio and image-based content to our audience, including news, analysis, interviews, blogs and in-depth features. M&M Global is part of C Squared Networks Ltd, owner of the Festival of Media, emerge and Cream brands.

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