

MediaCom takes the lead in the Festival of Media LatAm Awards Shortlist

Submitted by: C Squared
Thursday, 11 August 2016

Award winners to be announced at the Festival of Media LatAm Awards event on 6 October 2016 at Turnberry Isle Miami

Miami, Thursday 11 August 2016 – The Shortlist for the Festival of Media LatAm Awards is revealed today <http://bit.ly/shortlistEN> (<http://bit.ly/shortlistEN>)

MediaCom is shortlisted 24 times with campaigns entered across 13 different categories including Best Communications Strategy, The Effectiveness Award, Best Social Media Campaign and the newly-introduced Best Use of an Influencer. Next on the list is OMD with 15 listings, followed closely by Initiative on 14. The top markets leading the shortlist include Argentina while Brazil and Colombia are in joint second place. Other entrants to make the shortlist include Adsmovil, ESPN, F.biz, and Posterscope Brazil.

The competition represents work from a truly wide range of advertisers such as BBVA, The Coca-Cola Company, Diageo, Grupo Ramos, Procter & Gamble, Unilever, VISA and Volkswagen.

More than 40 judges from leading brands, media agencies, specialist companies and media owners evaluated the quality of the campaigns over the last three weeks. The winners will be decided by a final jury chaired by Jennelle Tilling, CMO for KFC Global. The successful entrants will be revealed at a lively awards evening of celebration and entertainment on 6 October in Miami alongside the two day-long Festival of Media LATam conference taking place on 6 -7 October at Turnberry Isle Miami. The conference aims to transform everyday media challenges into solutions with educational, inspiring and innovative content featuring speakers ranging from Telefonica and AOL to Facebook and KFC.

Click for more information (<http://www.festivalofmedia.com/latam/how-to-book>) about attending the Festival of Media LatAm conference and Awards. Keep up-to-date with the Festival of Media LatAm Awards: @FestivalOfMedia #FOMLA16

Connect with us on Facebook (<https://www.facebook.com/thefestivalofmedia>) and LinkedIn (<https://www.linkedin.com/groups/1773664>) and watch our videos on YouTube (<https://plus.google.com/+Festivalofmedia/videos>).

About C Squared

C Squared is one of the fastest-growing specialist publishing, events and technology companies in Europe. Its mission is to help the media and marketing industry become more connected and better informed so that it is fully equipped to respond to the challenges and opportunities brought about by digital technology and globalization. C Squared launched the Festival of Media in Venice in 2007 and the brand now has four major events across the world, attended by 4,000 senior delegates and receiving over 3,000 Awards entries. In 2009, C Squared acquired the leading brand M&M Global along with the M&M Global Awards. The company also owns CREAM (<http://www.creamglobal.com/default.aspx>) which has now become the world's

largest database of media innovation and its bespoke technology serves many of the leading global agency groups and multinational advertisers. More information is available at: www.csquared.cc

Festival of Media Awards contact: Danielle Redwood, e: danielle.redwood@csquared.cc t: +44 (0)20 7367 6979