



Press Release

Tuesday 2 March 2010

FESTIVAL OF MEDIA AWARDS SHORTLIST CELEBRATES THE BEST IN CREATIVE MEDIA THINKING FROM AROUND THE WORLD

Following a tumultuous year for the media and marketing industry the Festival of Media Awards is proud to announce that the bar has once again been raised in terms of quality, creativity and innovation as it announces the shortlist for the 2010 Awards.

Campaigns from Argentina to India and Lithuania to Turkey fought it out side by side with some of the more established media markets and the number of entries from emerging markets such as China and Russia doubled year on year, with Brazil alone posting a 270% rise in submissions. BRIC country submissions accounted for over 10% of all entries.

Clients from every marketing sector are represented in the shortlist - Nike tops the table of brands represented with nine campaigns in the shortlist, with Snickers and Gillette coming in second and third place.

Havas tops the contenders list with 20 shortlisted entries, closely followed by Mediacom. The shortlist also includes creative and full service shops such as: DDB Brazil; Goody, Silverstein and Partners; BBDO Argentina and Wieden + Kennedy.

Media Owners are also rewarded in the shortlist with both Yahoo! and MTV successful in having campaign entries voted onto the shortlist – demonstrating that increasingly the best media ideas can come from a diverse range of partners in the communication process.

“Congratulations to everyone who has been shortlisted. Many cases are great examples of improved creativity, innovation and media professionalism worldwide. Some were just fantastic cases, scoring 5 out of 5 throughout - the final jury will have some hard choices to make,” commented Bernhard Glock, Chairman of the Festival of Media Awards 2010 Jury,

For the full shortlist please visit: www.festivalofmediaawards/shortlist .

The shortlist has been created following three weeks of intensive scrutiny by an eminent jury of 30 advertisers, senior media executives and broader communication experts, including Maarten Albarda, of Anheuser-Busch InBev, Mel Alcock of FremantleMedia, Russell Buckley of AdMob, Pancho Gonzalez of Unitas Chile and Malcolm Hanlon, CEO China of Zenith Media. The full judging line up represents the length, breadth and depth of the industry from around the world.

For a full list of judges please visit: www.festivalofmediaawards/judges.

Shortlisted entries will also be entered into **the People's Award**, a unique prize that allows marketers, planners, strategists and anyone else with an interest in great communications to have

their say. Voting for the People's Award winner will open on 6 April and will be powered by www.creamglobal.com.

In addition, the Jury will select the Festival of Media Awards **Media Professional of the Year**, from a shortlist arrived at by an open nomination process – the industry is invited to make nominations for this special award and have until 15 March 2010 to do so.

All Festival of Media Awards Winners will be announced at the Festival of Media Awards Gala Dinner on **Tuesday 20 April**, the finale event of the Festival of Media in Valencia, Spain. Tickets are now available for the dinner and also for the Festival of Media.

For full information visit: www.festivalofmedia.com.

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