

Press Release

FESTIVAL OF MEDIA GLOBAL 2011 – AWARDS ARE OPEN FOR ENTRY!

London 16th December 2010: The Festival of Media Global Awards officially opens to entries today. Now in their 3rd year, the Awards are set to attract hundreds of entries from across the global media industry, representing campaigns that celebrate the very best in media thinking.

There are 16 categories with a number of new and refreshed categories for 2011. Designed to ensure that the Festival of Media Global Awards continues to celebrate the most innovative and creative media strategies, three new Awards categories have been added to the list: ***Best Social Strategy, The Media Effectiveness Award: Engagement*** and ***Best Use of Emerging Technologies***.

Best Use of Earned Media and ***Best Contribution to a Campaign by a Media Owner*** are both categories that have been adapted, in line with current trends.

In 2010 more than 600 entries were received from 45 different countries across the globe, including 8 countries that hadn't previously entered, making it the most diverse set of entries yet.

Founder of the Festival and CEO of C Squared Charlie Crowe comments: "As the media industry begins to see the green shoots of recovery, we expect to see a bumper crop of entries to the Festival of Media Global Awards in 2011. With new formats like the i-pad and increased engagement with social media in 2010, we are sure to see some truly innovative entries as well. "

The Awards will be judged by over 40 senior industry professionals across a rigorous process. Since 2009, senior marketing figures from clients such as ABInBev, Cisco, Coca-Cola, Ericsson, HSBC, Nestle, Philips, Reebok, Unilever and Volkswagen have joined representatives from every agency network group and independent agencies to carefully select the annual Awards winners. Confirmed judges for the Festival of Media Global Awards 2011 will be announced soon.

Sylvain Chevalier, Managing Director MPG Mexico, winners from the Festival of Media Awards 2010 comments: "Winning the 'Agency of the Year' award at the 2010 Festival was a terrific boost to all our teams, where the honour of working in such a special place as MPG combined itself with the pride of putting Mexico at the centre of worldwide attention. It is as well a great responsibility... getting there is half of the journey... staying on top is the key part, as all our clients at MPG remind us every day."

The deadline for entries is 21st January 2011 and the shortlist will be announced on 11th March 2011. All entries must be submitted online. Please visit www.festivalofmedia.com for more information.

-ENDS-

For more information please contact Debbie Zaman (+44 7971 962221) or Jessie Winston (+44 7977 118186) at firstname.surname@withpr.co.uk

Or visit www.festivalofmedia.com for general and booking information.

Check out videos of previous festivals and key presentations at www.YouTube.com/thefestivalofmedia

Please credit Festival of Media with all images and videos used.

Notes to the editor

Full list of categories:
Best Communication/Entertainment Platform
Best Communications Strategy
The Consumer Benefit Award
The Award for Media Bravery
Best Event/Activation
Best Use of Content
Best Use of Earned Media
Best Use of Digital Landscape
Best Use of Mobile
Best Targeted Campaign
Best Contribution to a Campaign by a Media Owner
Best Creative Use of Media Award
Best Use of Emerging Technology
Best Social Strategy
The Media Effectiveness Award: Sales
The Media Effectiveness Award: Engagement
Media Visionary Of The Year
The People's Award
Agency Of The Year
Network Of The Year
Advertiser Of The Year

About C Squared

C Squared is a business publishing and information company that serves the global media and marketing industry. Since the launch of its first international industry publication – *Cream* – in 2005, C Squared has grown twelve-fold and, though still headquartered in London, over half the Group's turnover now comes from outside the UK. Across C Squared's portfolio of market-leading magazines, websites and conferences, it has readers, subscribers, visitors and clients from over 50 countries and produces successful events on every continent – from New York to New Delhi; from Valencia to Vilnius and from Amsterdam to Accra.

www.csquared.cc