



The Festival of Media Global 2011

AWARDS

Press Release

FESTIVAL OF MEDIA GLOBAL 2011 – AWARDS SHORTLIST ANNOUNCED!

London 14th March 2011: The Festival of Media Global officially announces the Awards shortlist today. Now in their 3rd year, the Awards have attracted a record breaking number of entries from across the global media industry, representing campaigns that celebrate the very best in creative media thinking.

Entry levels across the 16 categories are up 10% from last year, including a substantial increase in the number of campaigns entered by both independent and specialist agencies.

Over 50 countries around the world are represented, more than ever before, with the UK, US, Australia and India leading the table of entering nations that have made it through to the shortlist. A significant number of new countries also entered the fray, with Russia and Thailand making it through to the next round of voting for the first time.

OMD and Starcom lead the agency networks when it comes to making it through to the shortlist, while a diverse range of brands, from Vodafone to Volkswagen, have also done well.

Best Use of Content and ***Best Communications Strategy*** proved to be the most popular categories overall, while the new ***Media Effectiveness Award: Engagement*** also attracted a particularly high number of entries, reflecting the industry's ever increasing focus on the need to incorporate genuine engagement into campaign strategies.

Jenny Ashmore, Global Marketing Capability Officer, Mars Inc. and Chair of the Jury adds: “After a record number of entries, the international panel of judges has worked tirelessly to get to this shortlist. Whilst it has been a hard year economically, this seems to have stimulated the creativity and business-building work that we have seen. Congratulations to all of those shortlisted, we look forward to seeing everyone at the Festival of Media Global in May.”

Founder of the Festival and CEO of C Squared Charlie Crowe comments: “We’re expecting this year to be the biggest and best Festival of Media ever and the calibre of Award entries we’ve received more than meets this expectation. The popularity of the Awards continues to grow every year, as does both the scope and standard of entries. Competition is fantastically fierce and judging by the truly ground-breaking, innovative campaigns being entered the judges will have a particularly difficult task on their hands.”

The Awards are being judged by over 40 senior industry professionals, including senior client side marketing figures, such as Stevie Benjamin of MillerCoors LLC, to agency figures, such as Colin Gottlieb of OMD.

Winners will be announced at the Festival of Media Global, taking place in Montreux from 8th to 10th May 2011. 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 <http://www.festivalofmedia.com> for general and booking information.

The winners will be announced at the Festival of Media Awards Gala Dinner on Tuesday 10 May 2011 in Montreux, Switzerland. Be the first to find out the winners, and book to attend the event. For all Festival of Media and Festival of Media Awards bookings, please visit: www.festivalofmedia.com/global/how-to-book.

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

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