



Festival of Media Global Awards 2010 Winners

The Creative Use of Media Award

Title: The worlds largest signpost
Brand: Nokia
Entering Company: Farfar/Isobar
Country: UK
Other credits: Mission PR1000 Heads

The Consumer Benefit Award

Title: Pedigree dog adoption
Brand: Pedigree
Entering Company: Starcom Australia
Country: Australia
Other credits: Whybin, TBWA

Best Use of Digital Landscape

Title: Intel swarm
Brand: Intel
Entering Company: OMD Singapore
Country: Singapore

Best Consumer Driven Campaign

Title: Huevos
Brand: Nike
Entering Company: Havas Media Mexico
Country: Mexico
Other credits: MPG, Media Contact

The Effectiveness Award

Title: Urbania
Brand: Snickers
Entering Company: Havas Media
Country: Mexico
Other credits: MPG, Havas Entertainment, MC Media, BBDO

Best Use of Mobile

Title: Mobile make-up mate
Brand: Rimmel
Entering Company: OMD
Country: UK
Other credits: Coty, MIG

Best Event Activation

Title: Green Britain day

Brand: EDF Energy

Entering Company: Havas Media

Country: UK

Other credits: MPG, Euro RSCH, Cake/Havas Aports and Entertainment, Ais, Lexis

Best Use of Content

Title: Stauchanie, Sponsoring a legend

Brand: Mars

Entering Company: Starcom Australia

Country: Australia

Other credits: Channel Ten Australia

The Award for Media Bravery

Title: Everyone loves a bargain

Brand: Tele2

Entering Company: Starcom Norway

Country: Norway

Best Communications Strategy

Title: Dance

Brand: T-Mobile

Entering Company: Mediacom UK

Country: UK

Other credits: Saatchi & Saatchi, Freud

Media Innovation of the Year

Title: Consumer connect

Brand: Consumer Connect

Entering Company: Yahoo!

Country: UK

Other credits: Groupe Aeroplan (Nectar)

Media Owner of the Year

Financial Times

Media Professional of the Year

Jack Klues

Agency of the Year

MPG Mexico

Advertiser of the Year

Mars

The Service Award

Havas Media

Agency Network of The Year

MediaCom