

Mindshare and India take centre stage at this year's Festival of Media APAC Awards ceremony.

Hosted earlier today (18th April 2024), the 15th iteration of the Festival of Media APAC Awards ceremony saw Mindshare India's *Vim Black* clinch the esteemed Campaign of the Year title. The agency also made it a clean sweep of the Grand Prix gongs with its Indian office winning Agency of the Year and also scooping Agency Network of the Year.

Alongside *Vim Black*, the other most awarded campaigns were OMD New Zealand's *Wellington City Mission- the Silent Night*, EssenceMediacom China's *1982 sprite: A Meme Come True*, Mindshare China's *Turning Gameplay into Foreplay with Durex* and EssenceMediacom's *Taste the Future with Coca-Cola Creations Y3000*.

For the brands Sprite, Vim, Coca-Cola Trademark, Wellington City Mission and Sunlight were the most rewarded.

The winners spanned from all corners of the region, and the top ten most awarded countries – producing the best work in the region are India, China, Australia, Philippines, Taiwan, Indonesia, New Zealand, Malaysia, Singapore, and Thailand.

Four different juries featuring clients such as Unilever, P&G, Mondelez, McDonald's, Coca-Cola, Volvo, Samsung and Bayer deliberated, discussed and debated all shortlisted entries to reward gold, silver and bronze in each category.

"We had four fantastic final jury sessions with insightful discussions that were challenging and tough, but ultimately that saw the judges award work which they believe sets the bar for media across APAC," commented Awards Manager Leah Mellard.

Discover the complete list of winners [HERE](#)

If you were lucky enough to win a trophy of any colour then share your success with you client by purchasing a duplicate one [HERE](#)

For more information on the Awards please contact Awards Manager, Leah Mellard on leah.mellard@festivalofmedia.com

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