





ABOUT US

Festival of Media Awards' programmes have been celebrating media and marketing excellence for more than 17 years. Amplifying and identifying key insights, trends and benchmarks they are one of the most lauded awards portfolios on the planet for the media sector.

Entrants, shortlisted entrants and trophy winners have driven new business, contributed to successful client pitching, improved company culture, encouraged greater client budgets for future work and helped attract and retain the best talent in the industry.





THE AWARDS PORTFOLIO



The portfolio provides opportunities for businesses around the world to showcase their media campaigns.



This programme - now in its 13th year - has been curated to award the best media campaigns throughout the Asia-Pacific region. The accolades are awarded by an inclusive jury, which consists of 80-85% client brands, 10-15% media agencies, 2-5% media owners and 2-5% adtech companies. All countries from around the region from Australia and China to India and Vietnam are represented in the jury process.



This programme - now in its 17th year - is looking to award the best media campaigns on the planet. With entrants, shortlisted entrants and winners from all corners of the globe awarded by an inclusive jury which consists of 80-85% client brands, 10-15% media agencies, 2-5% media owners and 2-5% adtech companies, it's the most revered media awards programme in the world. Countries from all corners of the earth are represented on the juries.



This programme - 34 years old this year - is looking to award the best use of marketing and media platforms for media campaigns from around the world. The accolades are awarded by a jury who are devised of 80-85% client brands, 10-15% media agencies, 2-5% media owners and 2-5% adtech companies from across the planet.



This programme - now in its 14th year - is looking to award the best media campaigns from across Latin America, including countries such as Brazil and Chile to Argentina and Mexico. The juries presiding over the accolades consists of 80-85% client brands, 10-15% media agencies, 2-5% media owners and 2-5% adtech companies from the region.



This programme - now in its 7th year - is looking to award and celebrate the game changing media campaigns across North America. The juries presiding over the accolades consists of 80-85% client brands, 10-15% media agencies, 2-5% media owners and 2-5% adtech companies from the region.



Festival of Media Cause Campaign Awards - now in its 2nd year - has been curated to encourage more of the industry to do more to make the world a better place, showcase how the sector can be a force for good and highlight how purpose can be added seamlessly to media campaigns, which has a positive impact on society. The juries consist of jurors involved in purpose media and marketing for brands, agencies, media owners and specialists from the third sector.



THE JUDGING PROCESS

The juries are primarily made up of client (brand) professionals from some of the biggest spending and most innovative brands in the world, followed by a representative from each media agency network, a number independent agencies, and media owners and adtech companies.

To apply to be a judge on any of our programmes please complete the form [here](#).

> [Click Link to form here](#)

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THE SHORTLIST ROUND - ONLINE JUDGING

The first round of judging is completed online and each jury member is provided with their own login to the awards platform and assigned a specific number of entries based on their skills and experience. They then have a two week period in their own time to complete the process, which in total takes between 4-5 hours. From this process a shortlist is then devised based on the collective and average scores given by each of the jurors.

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THE FINAL ROUND - HYBRID JUDGING

The second part of judging brings together 8-12 jurors in a number of inclusive groups to preside over the written submissions and case study videos for shortlisted entries. This will be a combination of live and virtual judging sessions depending on the location of the jurors. Final jurors based in the country where the judging will take place are expected to attend in person.



DIAGEO



Goldman
Sachs

L'ORÉAL



A SAMPLE OF OUR JUDGES

Director, Multicultural Research and Knowledge Management
Publicis Media
Global Marketing Communications
Mattel
CEO, The Americas Region
Wavemaker
Chief Strategy Officer
Havas Media Group
Head of Cultural Strategy
Initiative & Rufus
Head of Marketing, North America
HP
SVP, Global Head Of Advertising, Marketing Solutions
The New York Times
US & Global Head of Media
Ford Motor Company
Global Lead, Media & Integrated Marketing, Lifestyle Brands
SC Johnson

SVP, Executive Director, Media Strategy
RPA
Brand Partnership Studio Lead, Americas
Twitch
Chief Activation Officer
OMD US
Chief Marketing Officer
Logitech
Senior Director, Brand Relations – Americas
LEGO Group
Head of Marketing
Danone North America
Founder & CEO
IPullRank*
Vice President, Marketing – Canadian Banking
Scotiabank
President, Chief Client Officer
Zenith

Head of Sports & Live
Wavemaker US
VP, Marketing Communications & Design
Tyson Foods
Director of North America Brand Media
Google
Head of Strategy, SVP Client Business Partner
Media Experts
Senior Vice President of Marketing
Dyson Americas*
Director - Strategic Media Planning
Ally
US Invention+ Lead
Mindshare
Director, Media and Partnerships NA
Circle K*
Senior Manager, Marketing
Nissan Canada Inc.
Client Development Director
Media Sense



WHY ENTER A FESTIVAL OF MEDIA AWARDS PROGRAMME?



IMPROVE COMPANY CULTURE

A piece of work being deemed good enough to be entered ensures its creator/s feel good and this positivity has a knock-on effect on the rest of the workforce. By having the work shortlisted, or chosen as a winner personal and company happiness becomes even more infectious.



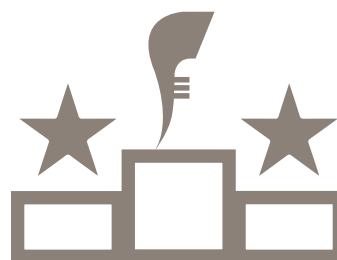
ATTRACT AND RETAIN THE BEST TALENT

In a super competitive industry being shortlisted or winning an award suggests to potential new employees that the business is creating ground breaking and innovative work, while for current employees it suggests the company is one of the best in the industry.



HELP WIN CLIENT PITCHES

Clients in 2023 are using award winning credentials (from revered awards programmes, of which Festival of Media is one) as a factor in choosing their preferred agency during pitching.



WINNING AND BEING SHORTLISTED

Winning and being shortlisted for awards contributes more often than not to clients being able to increase their marketing budgets and as a result increase their agency and supplier spend.



WINNING NEW BUSINESS

Just entering - before winning or being shortlisted - allows submitting companies to showcase their work to juries predominantly made up of clients.



COMPLIMENTARY FEEDBACK

Complimentary feedback for those entrants who don't get shortlisted, or fail to win an award, taken from the insight provided by the jury when presiding over the submissions and combined with the expert knowledge of the Festival of Media team.



COST EFFECTIVE MARKETING

Entering into the Festival of Media programmes helps create content, which can be amplified, across the submitting companies channels.



PARTNERSHIP OPPORTUNITIES

Connect, share stories and develop new business leads by being a Festival of Media lunch, dinner or venue partner.

JURY DINNERS

- There is an opportunity around each of the Festival of Media Awards programmes to take out between 6-10 jurors for a relaxed dinner after a day of judging.
- The partner has the opportunity to bring up to three of its team to sit amongst the jurors and get to know them and their business needs in a relaxed environment.
- Festival of Media to choose a venue and invite the guests.
- Cost £12,000

JURY VENUE PARTNERS

- This is an opportunity for a partner to provide a space for the juries made up primarily of brands/advertisers.
- The partner gets the opportunity to showcase their space and business to influential media figures.
- They also have the opportunity to nominate a potential jury member - must be approved by Festival of Media - to be part of one of judging sessions.
- Cost - refreshments and lunch for the jurors.





AWARDS CALENDAR - KEY DATES



Open for Entries
Thursday 20 October

Early Discount Deadline
Thursday 10 November

Standard Deadline
Thursday 1 December

Extended Deadline
Thursday 22 December

Awards Ceremony
Thursday 23 March



Open for Entries
Wednesday 24 November

Early Discount Deadline
Thursday 15 December

Standard Deadline
Thursday 26 January

Extended Deadline
Thursday 16 February

Awards Ceremony
Thursday 1 June



Open for Entries
Thursday 9 March

Early Discount Deadline
Thursday 6 April

Standard Deadline
Thursday 4 May

Extended Deadline
Thursday 1 June

Awards Ceremony
Thursday 14 September



Open for Entries
Thursday 11 May

Early Discount Deadline
Thursday 8 June

Standard Deadline
Thursday 29 June

Extended Deadline
Wednesday 27 July

Awards Ceremony
Thursday 26 October



Open for Entries
Thursday 15 June

Early Discount Deadline
Wednesday 6 July

Standard Deadline
Wednesday 3 August

Extended Deadline
Thursday 31 August

Awards Ceremony
Thursday 7 December



Open for Entries
Thursday 20 April

Early Discount Deadline
Wednesday 27 July

Entry Deadline
Thursday 17 August

Awards Ceremony
Thursday 23 November

Find out more: fomawards@festivalofmedia.com

Find us on:

