



Thursday 6<sup>th</sup> June 2024

The best media campaigns on the planet have been revealed and PHD, EssenceMediacom, Mediaplus, Havas and Mindshare have been awarded handsomely for their work at the Festival of Media Global Awards ceremony held at Wavemaker's London HQ on Thursday 6<sup>th</sup> June.

Taking the Grand Prix accolade for Campaign of the Year was PHD Costa Rica's *Welcome to the Group*, while Agency of the Year title was won by EssenceMediacom UK, with PHD Worldwide taking home Agency Network of the Year.

The most awarded clients for this year's programme include Sprite, eBay, Oreo, Dove, Nosotras, Mattel, Sky, Canadian Down's Syndrome Society, Netflix, Durex and Hinz&Kuntz.

Once again the judges were impressed with the spread of work from across the globe and the most rewarded countries were the UK, US, Germany, India, Canada, Costa Rica, China, Singapore, Australia and France.

In terms of the most rewarded campaigns, alongside *Welcome to the Group*, PHD UK's *Pink Sky Thinking*, Wavemaker APAC's *Cookie n' Culture: BLACKPINK in your Oreo*, Havas Play France's *Hidden Story* and PHD Peru's *Band-Aid Breakthrough: Changing Peru's Period Narrative* made up the top five.

"It was an intense five sessions of final judging, but the juries were fantastic in choosing what campaigns should be rewarded with trophies. They were very keen to set a benchmark for the rest of the industry to reach going forwards. We're delighted with the winners they chose and once again it was wonderful to see such amazing media work being showcased," explained Leah Mellard, Awards Manager, Festival of Media.

More than 85 jurors from around the world presided over this year's entries and for the first a team of rising star jurors were involved in the first stage of judging, which provided key insight and opinions, while more than 50 countries entered into this year's programme.

The full list of winners can be found here <https://www.festivalofmedia.com/fomg/winners>

If one trophy is not enough more can be purchased from our Trophy Shop here <https://www.festivalofmedia.com/trophies/>

For more information please contact the awards team on [fomawards@festivalofmedia.com](mailto:fomawards@festivalofmedia.com)

For marketing please contact Zoha Zaidi on [zoha.zaidi@festivalofmedia.com](mailto:zoha.zaidi@festivalofmedia.com)