

## Press Release- Festival of Media Global Awards Shortlist 2025

*Launched in 2007, the Festival of Media Global Awards is the original and flagship awards programme created to give the global media industry a dedicated platform to celebrate its most outstanding work. Each year our esteemed juries come together to debate, deliberate, and ultimately recognise the best campaigns from every corner of the world.*

This year the most shortlisted campaigns were 'Rainbow Wool' by Mediaplus Germany, 'Children's Hospital April's Fools' by Cossette Media Canada, 'Dove Beauty Test Stops With Me' by Mindshare India, 'For You Who Did That Thing You Did' by EssenceMediacom Australia and 'If you're into it, it's in the V&A' by PHD UK.

The top five agencies with the most shortlisted entries are Mindshare India (28), EssenceMediacom US (20), Mediaplus Germany (13), Mindshare China (13) and PHD UK (12).

Leading the way for clients with most shortlisted nominations are McDonald's, Dove, UltraTech, Coca-Cola, Cadbury, Google and Renault, while the US, UK Germany, India and Canada top the countries with the most jury points after the first round of judging.

*"Once again the breadth of work from all corners of the world has been fantastic and the final juries will be in for some tough debates, deliberations and discussions when choosing their winners. One thing is for sure the standard of work - no matter the budget - has once again improved. It's wonderful to see."* said Leah Mellard, Awards Manager, Festival of Media.

The jury, which includes global clients from brands including COTY, Coca-Cola, Amazon, Boots, American Express, Emirates and Expedia spent the last three weeks reading through and marketing the submissions as part of the first-round judging process. Next month they will come together for a number of sessions as part of the final round of judging.

The winners of the Festival of Media Global Awards 2025 will be announced at an award ceremony in UM's HQ in London at 16 Old Bailey on 12th June. Tickets are free of charge and you can register [here](#).

For questions related to marketing, please contact our Senior Marketing Executive Izzy Branson-Hammond on [izzy.branson-hammond@festivalofmedia.com](mailto:izzy.branson-hammond@festivalofmedia.com)