

Press Release- Festival of Media APAC Awards Winners 2025

This year's Festival of Media APAC Awards programme was dominated by Mindshare and India.

Mindshare India won the coveted Agency of the Year Grand Prix winning 9 golds, 5 silvers and 6 bronze trophies, while it also took home the Campaign of the Year accolade for its **Dove Beauty Test Stops With Me'** work.

Other offices in the Mindshare network also enjoyed trophy success and it means the network also took home the final Grand Prix of the programme, Agency Network of the Year securing 11 golds, 10 silvers and 11 bronze trophies.

"The final judging session sparked some brilliant debate and thoughtful discussion among the jurors, who have set a high standard in selecting this year's winners. There are some great campaigns deservedly taking home trophies and once again sets the benchmark for media in APAC," said Leah Mellard, Awards Manager, Festival of Media.

Other winning campaigns include **'Heineken Finds the "Hei" (aka Happiness) During Chinese New Year'** by Dentsu X Malaysia securing 3 golds and **'The Love Atomic Habit'** by Starcom Taiwan also taking home 3 golds. Although Mindshare India won Agency of the Year other top performing agencies were Starcom Taiwan, Mindshare China, OMD New Zealand and Wavemaker India.

This year the brands leading the way were Dove, 2degrees, McDonalds, Coca-Cola and Heineken. Although the work from India dominated the awards there were great performance from China, Taiwan, Australia and New Zealand.

This year's Festival of Media Asia Pacific Awards have been outstanding, highlighting the region's best media work. We encourage everyone to share their successes using #FestivalofMedia, and we look forward to seeing your pictures and comments.

Launched in 2011, this prestigious awards programme celebrates and benchmarks the most outstanding media work from across the Asia Pacific region. Renowned for its rigorous judging process and distinguished jury, it has earned a reputation as the region's most respected media awards. This year, we're proud to honour our exceptional winners and spotlight the trailblazers who are setting new benchmarks and leading the industry forward. With entries that showcased remarkable creativity and innovation, our esteemed panel of judges faced the difficult task of selecting this year's winners.

For more information on the awards and marketing please contact izzy.branson-hammond@festivalofmedia.com

