

The youngest of the Festival of Media regional programmes it was launched in 2017 and has significantly grown every year since its inception. It recognises, benchmarks and amplifies the best of the best media work from North America and Canada.

## Press Release

**Initiative US and Mindshare US are battling it out for top spot in this year's final shortlist – for the Festival of Media North America Awards - with both agencies securing 19 nominations.**

'**#TimeOutAgainstHate**' and '**Real Beauty Redefined for the AI Era**' from Mindshare US and '**First Ever LIVE Commercial Crossover**' from Rocket US captured the attention of the jurors in the first round of online judging, with '**Just Joking**' from PHD US and '**Potty-Tunities**' from OMD US also earning lots of recognition.

This year's top five agencies, recognised for having the most shortlisted work, are Initiative US, Mindshare US, Cossette Media Canada, OMD USA and EssenceMediacom US for work for their clients including Dove, Decathlon Canada, Google Pixel and PepsiCo.

The full shortlist can be accessed [here](#).

"As our youngest programme, it's incredible to see the level and quality of work continue to grow year on year. The final round of judging will once again spark inspiring discussion as our jurors identify the campaigns that set the standard for excellence in media. Congratulations to everyone who has been shortlisted," commented Leah Mellard, Awards Manager, Festival of Media.

The jury, featuring industry leaders from Google, The Coca-Cola Company, Meta, PepsiCo, Amazon, Microsoft, Mars, L'Oréal, and Audible, will convene for the final round of judging to determine this year's winners. The awards will be revealed live on Thursday, 11th November at Initiative in New York. It's free to attend, and you can register for a ticket [here](#).

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