

Winners 2026



Embargoed until 9am BST – Thursday 7th May

Festival of Media APAC Awards 2026 Winners Announced

Launched in 2011, the Festival of Media APAC Awards benchmarks and celebrates the very best media work across the Asia Pacific region. Renowned for its rigorous jury process and highly respected judging panels, the programme is widely regarded as the region's most important media awards platform, setting the benchmark for excellence throughout the industry.

Wavemaker, Mindshare and Colgate India dominated proceedings at the 2026 programme taking home all four Grand Prix trophies.

For the first time the Festival of Media APAC Awards launched a new Grand Prix to recognise the advertiser setting the standard in media excellence across the region. Making history, Colgate India secured this inaugural accolade.

It also meant the agency behind the Colgate success story, Wavemaker India scooped Campaign of the Year for its *Colgate Oral Health Movement* work, while Mindshare India was crowned Agency of the Year and Mindshare Agency Network of the Year title, completing a clean sweep of Grand Prix's for India and the WPP agencies.

Other agencies securing big wins were OMD Hong Kong, WPP Media Vietnam and EssenceMediacom Australia for a variety of clients across the Asia Pacific with the most awarded campaigns being '*Colgate Oral Health Movement*' by Wavemaker India, '*McDonald's Back to the Start*' from OMD Hong Kong, '*Animates Pawprint Petition*' by Hearts & Science New Zealand, '*Empowering 1.9 Billion People through 1.9 Billion UltraTech Logos*' from Mindshare India and '*Coca-Cola Foodmarks Reloaded*' by WPP Media Vietnam.

"This year's APAC judging sessions once again helped set the benchmark for media throughout the region. There were some heated discussions and some tough choices for the jurors to make when it came to awarding the trophies," said Leah Mellard, Awards Director, Festival of Media.

This year's top-performing brands included Colgate India, McDonald's Hong Kong, IKEA, Animates and UltraTech. India led the way in terms of award-winning work, with Australia, New Zealand, Hong Kong and Thailand also winning lots of accolades for as a reward for the media work being produced there.

Congratulations to all of this year's winners. We encourage recipients to share their achievements across their networks using #FestivalofMedia. For more information on the Awards, please contact izzy.branson-hammond@festivalofmedia.com