

Embargoed until Thursday 29th October 1pm GMT

UM Canada top the shortlisting nominations for the 2026 edition of the Festival of Media North America Awards.

The first round of judging has been completed with clients from brands including Unilever, Mars, Estee Lauder, Mondelez and Revlon diligently working their way through submissions from across North America and Canada to produce the shortlist.

The final round of judging will be held at the Collectively HQ in New York on 7th and 8th December where more than 35 jurors will be deliberating, discussing and deciding which work takes home the trophies and sets industry standards.

This year's agencies with the most shortlisted nominations are UM Canada, Mindshare US, Touche Canada, EssenceMediacom US and UM US.

The campaigns impressing the first round of judging and garnering the most shortlist nominations are Kyle F**king Connor from UM Canada; Tyne Valley Group's Peel to Reveal: Coca-Cola's under-the-label Panini sticker activation for the FIFA World Cup 2026™; UM US's REIIMAGINE; Beauty Co-Lab for CeraVe - The New Face of Legs and The "Pestacle": Rewriting Tradition by Touche Canada.

"This year we introduced three new categories to ensure the region's media industry has a platform to showcase its work and set industry standards. The final round of judging is going to be very tough for the jurors and will spark some interesting deliberations. We cannot wait to have the final round of judging in New York in December," explained Jeremy King, CEO, Festival of Media.

Leading the way for brands in terms of shortlisted nominations are KFC, Le Lait, Levi's, Coca Cola, Uber Eats, CeraVe and Dove.

The full shortlist can be found here

To discover the winners come and join us at the ceremony in the Horizon HQ in New York on Thursday 10th December. Tickets are free and guests get to enjoy food, drink, celebrate the winners and connect with the industry. Register here

For more information on Festival of Media drop the team a line on fomawards@festivalofmedia.com