

Festival of Media Cause Campaign Awards Shortlist 2026

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The Festival of Media Cause Campaign Awards has unveiled its 2026 shortlist celebrating the breadth of purpose-led media work from across the globe to help encourage more of the industry to do more to help make society a better place.

Launched in 2022 the Festival of Media Cause Campaign Awards programme aims to encourage the industry to seamlessly incorporate cause and purpose into media strategies, showcase how media can be used to drive meaningful change and provide a platform to highlight and amplify the impactful work being produced in this space.

This year's shortlist demonstrates the breadth, ambition and diversity of purpose-led campaigns being developed across markets worldwide. Mediaplus Germany emerged as the most shortlisted agency securing seven shortlist spots for it work.

Among this year's standout shortlisted campaigns are 'SOS POS' by OMD Peru, 'Laws Under Attack' by OMD Lebanon, 'Love Creep' by OMD New Zealand, 'Sponsor a Teacher' by PHD Costa Rica, 'Suaraku' by Initiative Malaysia and 'The Whale' by Weischer.OOH, each recognised for demonstrating innovative and impactful approaches to using media to create positive change.

Alongside Mediaplus Germany, Initiative MENA, OMD Peru, Initiative Brazil, Initiative Malaysia, OMD Lebanon, OMD New Zealand, PHD Costa Rica all did well, while out of home specialist Weischer.OOH also impressed the juries. The work these companies produced for clients including Banco de Crédito del Perú, e&, FundaVida, the International Committee of the Red Cross (ICRC), Love Better, Sea Shepherd and U Mobile judged has set the shortlisted standard.

The global reach of this year's shortlist is further reflected in the markets with the most shortlisted work from Germany, the UK, the US, Malaysia, Peru and the UAE.

The full shortlist can be viewed here.

"*Despite the rollback of many DEI programmes around the world in the last 12 months, it has been fantastic to see the volume and level of purpose work entered into the programme this year. The diversity and ambition of this year's entries made judging particularly inspiring and educational, and we're looking forward to the final round of thoughtful discussion and debate. Congratulations to everyone who has been shortlisted and good luck for the next stage:* " commented Leah Mellard, Awards Director, Festival of Media.

The jury, which includes senior industry leaders from Vinted, Sky, TikTok, Spotify, Pernod Ricard, Global Automotive OEM Companies, Philips and Diageo Nigeria, will come together for the final round of judging next month in London at Index Exchange HQ.

Winners will be revealed on Tuesday 24th November, with the ceremony free to attend. Register for your ticket here.

For questions related to marketing, please contact Izzy Branson-Hammond, Marketing Manager, Festival of Media, at izzy.branson-hammond@festivalofmedia.com.