**Embargoed until Thursday 1st Oct 9pm BST**

**OMD celebrate media excellence winning all three Grand Prix titles at this year's M&M Global Awards**.

At a ceremony held at Taboola in London last night (Thurs 1st Oct) the best media campaigns on the planet were awarded and OMD won big, while the industry's media leaders were also crowned.

Leading the charge was OMD Peru, whose standout campaign 'SOS POS' secured an impressive *five gold trophies and one Highly Commended,* helping earn the business the coveted title of Agency of the Year. The success also propelled OMD Worldwide to the top of the network rankings, securing the prestigious Agency Network of the Year title.

Agencies following closely behind were Beauty Co-Lab, Havas Play France, VML UK and UM Canada each delivering an exceptional calibre of work and demonstrating the breadth of creativity, innovation and strategic excellence recognised across this year's awards.

Beyond the Grand Prix triumphs some of the most awarded campaigns of this year's M&M Global Awards were 'CeraVe – The New Face of Legs' by Beauty Co-Lab, 'The KitKat Heist' by VML UK, 'FireCatchers' by Havas Play France, and 'Kyle F*cking Connor' by UM Canada, earning multiple accolades across the programme. The success of these campaigns also reflects the strength of the brands behind them, with Banco de Crédito del Perú, CeraVe, KitKat, Sapeurs-Pompiers de France and KFC Canada emerging as the most awarded brands of this year's awards.

The race for country recognition remained highly competitive this year, with the UK securing top spot, followed by the US, Germany, Spain and Peru.

This year's judging brought together an exceptional and diverse panel of industry leaders from brands and agencies including Coca Cola, Mars, Meta, Monzo, McDonald's, The Kraft Heinz Company, eBay and Volvo. Drawing on their expertise and experience the juries engaged in rigorous discussions and debate as they assessed the exceptional calibre of campaigns entered across this year's programme.

Leah Mellard, Awards Director, Festival of Media, said: "Once again the standards of global media have been set by our expert juries and based on the work being created across the sector. This year we also saw the introduction of the leadership categories in partnership with The Media Leader to recognise the industry's most impressive leaders from a senior and junior level."

For the first time in the 37-year history of the M&M Global Awards, the programme introduced the Leadership Awards, in partnership with *The Media Leader*, shining a spotlight on the individuals making a lasting impact across the global media industry. The new awards recognise the people driving innovation, shaping the future of media, inspiring their teams and making a meaningful contribution to the industry.

This year's winners include Mark Halliday, Director of Programmatic at JCDecaux UK, named AdTech Leader. Mi Mai, Group Director, Strategy at Initiative US, and Ben Fraser, Group Innovation Director at PHD UK, were named Future Leaders. Hamid Habib, Managing Director of Arena Media UK, Ailsa Buckley, Managing Director of Havas Media UK, and Paul Knight, CEO of PHD UK, were named Media Agency Leaders and Dallas Wiles, Co-CEO of JCDecaux UK, and Karen Stacey, CEO of Digital Cinema Media UK, were named Media Owner Leaders.

A huge congratulations to all of this year's Leadership Award winners, whose achievements, influence and leadership are helping to shape the future of the media industry.

The full list of winners can be found here.

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

For any advice on entering into Festival of Media's other programmes, please contact the team at fomawards@festivalofmedia.com