



Press Release: Festival of Media Cause Campaign Awards Winners 2024

The second edition of the Festival of Media Cause Campaign Awards held its ceremony at Dentsu's London HQ and awarded a record number of trophies to work from across the globe, which has been contributing to making the world a better place.

Three juries across two days – two virtual sessions and one live at the Allbright club in London - spent hours debating, deliberating, and discussing and awarding the best media campaigns, which had cause/purpose as the focal point of their strategies.

Winning the prestigious Campaign of the Year Grand Prix was PHD Costa Rica for its PADvertising: It's not a luxury.PERIOD campaign, while independent agency Mediaplus Germany took home Agency of the Year and PHD Worldwide was crowned Agency Network of the Year.

Other big winners at the ceremony included Havas Turkey's Cap the Tap campaign; See my Skin by Mindshare US; Working with Cancer created by Publicis US, Adopt a Mod from Havas Play France and Mediaplus' City Life Billboard campaign.

Showcasing the breadth of work around the globe the most awarded countries were the US, Germany, Canada, Costa Rica and the UK, while the brands with the most rewarded brands being Nosotras Women Connecting, Finish, Vaseline, Dove and La Societe Protectrice des Animaux.

Jeremy King, Festival of Media CEO commented: "This year we witnessed a 100% increase in the number of submitted entries, which suggests the industry is doing more to help make the world a better place and be a force for good. This was one of the fundamental reasons for launching the programme and we are delighted to help encourage more of the sector to do more to make society a better place across the planet.

"I would like to thank all of the judges, the entrants, those shortlisted and everyone who won a trophy during the ceremony."

The full list of winners can be found [here](#) and the promotional materials are [here](#).

For more information on the programme please contact the awards team on FOMAWards@festivalofmedia.com.

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