

Embargoed until 3.30pm, Thursday 14th Sept

PHD and Wavemaker win big at M&M Global Awards 2023

In a hybrid ceremony hosted at VCCP's London HQ today (Thursday 14th September 2023), the M&M Global Awards brought together the sector in a live space for the first time since 2019.

The 34th iteration of M&M Global Awards, saw PHD New Zealand's *Skinny Phone It In* win the coveted Campaign of the Year accolade. Continuing its winning streak PHD Worldwide was also awarded the Grand Prix for Agency Network of the Year, while Wavemaker India was crowned Agency of the Year.

The most successful clients were Nosotras Women Connecting, Skinny, Dove, Asociación Lucha contra el Mal de Alzheimer (ALMA) and Whisper, while India, New Zealand, Germany the UK and USA, produced the most award-winning work of the programme, showcasing its global reach.

Two sessions of live judging were held in London at the PWC headquarters in London Bridge with brand jurors such as Johnson & Johnson, MARS, VMLY&R, YouTube, P&G and Deliveroo discussing, deliberating, and debating the work. These were complimented by three more sessions in the virtual space with jurors from APAC, MENA, the US, Europe and Latin America, to ensure there was a global lens on each and every shortlisted campaign.

Leah Mellard, Awards Manager, M&M Global Awards commented: *"It was wonderful to see the jury in action presiding over work entered into a M&M Global Awards programme. It was also brilliant to be able to host two live sessions – thank you PWC - of judging and most importantly to see the jurors making some tough decisions on work from around the globe. There is real mix of winning campaigns, which highlight the key trends and insights driving media on the planet. Congratulations to everyone who entered, was shortlisted, won a highly commended certificate, or a gold trophy. The calibre of work was unprecedented this year."*

The full list of winners can be found [here](#)

For more information on about the portfolio of awards please contact fom.awards@festivalofmedia.com