



Press Release:

M&M Global Awards shortlist

The shortlist for the 34th edition of the M&M Global Awards sees campaigns from around the world dominate the nominations.

EssenceMediacom US with 21 shortlist accolades leads the way closely followed by Havas Play France (12), MediaPlus Germany (10), PHD UK (10), PHD Costa Rica (9), PHD Germany (8) and EssenceMediacom India (7).

As agency networks go EssenceMediacom has the most shortlisted nominations with 56, followed by PHD Worldwide (36), Mindshare (21), OMD Worldwide (19) and Havas Media (17), which means it should make for a very competitive final judging round in September.

Judges were presented with a plethora of work from brands across the planet and this first round of adjudicating was tough, but a number of campaigns received a lot of plaudits.

The most nominated campaigns are *Welcome to the Group* by PHD Costa Rica; *The Hidden Story* from Havas Play France; *Cookie n' Culture: BLACKPINK in your Oreo* created by Wavemaker APAC; *1982 Sprite: A Meme Come True* by EssenceMediacom China and *Adoptable* from EssenceMediaCom New Zealand.

It means the most shortlisted brands this year are Coca Cola; Nosotras Women Connecting, Sprite, L'Enfant Bleu, Oreo, eBay, Mattel, British Heart Foundation, Dove and Cupra.

Leah Mellard, Awards Manager, Festival of Media and M&M Global said: "This is our oldest awards programme in the portfolio and the work gets better every year. The shortlist indicates we are in for some tough discussions, debates and deliberations during the final rounds of judging in September. We also implemented some new categories with a number of new partners this year and they have been well received as we continue to evolve the awards programme. Good luck to all of those shortlisted.

To apply for a virtual or live ticket to the awards ceremony on Thursday 19th September please [register here](#).

For more information on the Awards please contact Awards Manager, Leah Mellard on leah.mellard@festivalofmedia.com

For Marketing queries please contact Marketing Executive, Zoha Zaidi at zoha.zaidi@festivalofmedia.com