



- Press Release – Festival of Media Cause Campaign Awards Shortlist 2024

The Festival of Media Cause Campaign Awards programme was launched three years ago to highlight how media can be a force for good and to encourage the global industry to do more to help make the world a better place and this year some outstanding campaigns have made the shortlist.

The work came from around the world and after the first round of judging the countries with the most shortlisted nominations are the US, Germany, France, Canada, Costa Rica and Spain.

This meant the most shortlisted campaigns are **Welcome to the Group** by PHD Costa Rica; **#TheDontationMap** from Havas Play France, **#AutisticOutLoud** and **#KeepHerConfident** both from Mindshare US and **Band-Aid Breakthrough** by PHD Peru.

In terms of agencies the most top five most shortlisted are Mindshare US, Havas Play France, MediaPlus Germany, PHD Costa Rica and EssenceMediacom US and it means the most nominated brands are Dove, Nosostras Women Connecting, United24, Hiki, J&B and Anzen Health.

“Once again it is great to see the media industry seamlessly incorporate an element of purpose or cause into their advertising and marketing strategies, which is helping to make the world a better place. This programme is always a tough one for the jury because of the exceptional impact so much of the work has had on everything from changing laws to cultural perceptions around the world,” says Leah Mellard, Awards Manager, Festival of Media.

“The final round of judging is sure to provoke a number of discussions and deliberations as the jury set the benchmarks for how the industry can be a force for good.”

Jury members from clients including Colgate-Palmolive, Ford, Snap, Indeed, ITV, Microsoft, Nestle, UNICEF and Amazon have presided over the first round of judging and will be doing likewise next month for the final round both virtually and live.

The winners will be announced in a virtual ceremony on Thursday 21st November, and you can sign up for free [<HERE>](#).

To see the full shortlist click [<HERE>](#).

For marketing questions please contact our Senior Marketing Executive Izzy Branson-Hammond on izzy.branson-hammond@festivalofmedia.com