

Press Release- Festival of Media North America Awards Shortlist 2024

The youngest of the Festival of Media regional programmes it was launched in 2017 and has significantly grown every year since its inception. It recognises, benchmarks and amplifies the best of the best media work from North America and Canada.

The most shortlisted campaigns are **'Ear-n-vasion of the JBLiens'** from Havas Media US, **'Aspirin, The Official Sponsor of Fans' Hearts'** and **'Sheba Gravy Race'** both from EssenceMediacom US, **'Feed your WILD side'** by Milestone Integrated Marketing Canada, **'Dove's Cost of Beauty'** and **'Dove's The Code'** from PHD Canada and **'Celebration Key in the Playoff'** by Initiative US.

Standing out from the crowd, the top five agencies with the most shortlisted entries are EssenceMediacom US, Initiative US, Mindshare US, PHD Canada and UM Canada. Leading the competition among the brands with the most shortlisted accolades are Dove, Jack Link's WILD, Aspirin, Carnival Cruise Line, JBL, Sheba, Amazon Prime Video, Visa, Coca-Cola and eBay.

The shortlist can be viewed [here](#).

"We are thrilled to announce the Festival of Media North America Awards continues to grow from strength to strength each year. It is truly inspiring to see such a diverse and innovative array of campaigns submitted and shortlisted once again in 2024. The increasing calibre of entries showcases the outstanding creativity, strategy, and impact delivered by brands across the industry. We are excited to celebrate these fantastic achievements and the brilliant minds behind them at this year's awards," said Leah Mellard, Awards Manager, Festival of Media.

Our incredible jury composed of clients from the likes of PepsiCo, MasterCard, General Motors, Coca-Cola, J&J, Diageo, Klarna, Google and Pfizer have completed the first round of judging, choosing the strongest campaigns and will now debate, discuss and deliberate the shortlist in the final round of judging at the Infillion headquarters in New York on Monday 3rd and Tuesday 4th December.

The winners will be announced at the ceremony on Thursday 5th of December in the Group M building at 3 World Trade Centre. Tickets are free and you can register [here](#).

We'd love for you to share your excitement about being shortlisted on our social channels! Don't forget to use our hashtag #FestivalofMedia.

For any questions related to marketing, please contact our senior marketing executive Izzy Branson-Hammond on izzy.branson-hammond@festivalofmedia.com