



Winners 2024



Festival of Cause Campaign Awards Winners Press Release 2024

Created in 2022, this programme aims to encourage more of the industry to seamlessly incorporate cause or purpose into their media strategies, showcase how media can be a force for good and provide a platform to highlight and amplify the work currently being produced in this space. We are determined to do our bit to try and make the world a better place.

During the virtual ceremony held on Thursday 21st November, Mediaplus Germany enjoyed won Agency of the Year after taking home three golds and one highly commended accolade. PHD Costa Rica won the esteemed Campaign of the Year Grand Prix for its campaign 'Welcome to the Group' which compelled legislators to revise the law and it took home two golds and two highly commended accolades, while its parent company PHD Worldwide enjoyed an outstanding success winning Agency Network of the Year and taking home three golds and one highly commended accolade.

"The final judging session ignited powerful debates and thoughtful discussions among the jurors as they deliberated on campaigns that truly drove impact and inspired change. This year they've set a new standard for excellence in awarding the trophies. What's most inspiring is the growing commitment from agencies and brands worldwide to create purpose-driven campaigns, with a level of work that is nothing short of extraordinary", said Leah Mellard, Awards Manager, Festival of Media.

Other campaigns securing lots of trophies and highly commended accolades were 'Animal Alerts' by Mediaplus Germany and 'See You There' by Initiative Canada.

This year the work from Germany took the awards by storm with Costa Rica, Canada, the United States of America and France following in their lead showing true passion for purpose-driven campaigns and excellence within the ever-evolving global media industry.

The full list of this year's winners from the Festival of Cause Awards can be viewed [here](#).

This year's Cause Awards have been exceptional, showcasing the best in purpose-led media strategies and innovation across the globe. We encourage everyone to share their wins and use #FestivalofMedia, and we can't wait to see the even more exceptional work that will be entered next year!

For more information on the awards and marketing please contact izzy.branson-hammond@festivalofmedia.com