

Festival of North America Awards Press Release Winners 2024

Launched in 2017, this programme may be the youngest of the Festival of Media regional awards, but it has experienced impressive growth year on year since its inception. Its mission is to showcase the best media work from North America and Canada.

Last night (Thurs 5th Dec) we hosted our ceremony at GroupM's Sky Theatre in 3 World Trade Centre, New York bringing together the regions most influential media figures.

There was success for a host of agencies and clients with EssenceMediacom US taking the coveted Agency of the Year grand Prix after picking up three golds and four highly commended accolades. Initiative claimed Campaign of the Year Award for its standout submission 'Más Que Modelos (More than Models)' which secured two golds and one highly commended accolade, while its parent company Initiative scooped Agency Network of the Year achieving seven golds and five highly commended accolades.

"The final judging session was a dynamic exchange of ideas with jurors thoroughly assessing the outstanding media work that defined North America last year. The level of strategic thinking and execution has set a new bar for media working in the region. What truly stands out is the growing focus on creating campaigns that not only resonate with audiences but also drive lasting impact, reflecting the industry's commitment to pushing boundaries and shaping the future of media," said Leah Mellard, Awards Manager, Festival of Media.

Other campaigns that took home numerous trophies and earned standout recognition with highly commended accolades were '855-HOW-TO-QUIT' by Mediaplus North America and 'Barbie Breaks Out The Box (Office)' by Hearts and Science US.

The leading brands that distinguished themselves from the competition were Dove, Mondelo, Anzen Health, Ford and The Barbie Movie.

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

Most importantly everyone who won an award will have points attributed to their end of year league placings from RECMA and 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