

Hello,

I just wanted to get in touch and let you know that the Festival of Media Global 2014 has just announced their shortlist for this year, with the 191 shortlisted entries coming from 27 countries across the world. This year, entries from Malaysia, Singapore and the Philippines doubled in comparison to last year.

I've included the press release announcing the winners and new initiatives for this year below, and you can view the full shortlist [here](#). If you have any questions on these results or would like to request a press pass to attend the event, taking place in Rome from April 6-8, please don't hesitate to get in touch.

Best,
Elena Radicati
Festival of Media Global 2014 Press Team



Malaysia, Singapore and the Philippines take 12 spots on this year's Festival of Media Global Awards shortlist

Shortlist entries from these countries doubled from last year

6/3/14: The Festival of Media Global Awards' highly-anticipated shortlist for 2014 comes out today, with campaigns from Malaysia, Singapore and the Philippines shortlisted for nine different awards.

The Philippines leads the group with five shortlisted entries, followed by Malaysia with four entries and Singapore with three. Agencies from Malaysia and the Philippines will battle it out in Rome for the contested award of 'Best Communications Strategy', while Singapore is up for one of this year's new categories, 'Consumer Research Award'. United Home Product's campaign 'First Step to Livelihood' in the Philippines is the single leading campaign for the region, up for three different awards.

The Festival of Media Global Awards recognises the very best of creative thinking in media globally, and this year's record-breaking number of entries coming from 27 different countries. The UK, the US, and Australia saw the most entries overall this year, with 57, 45, and 22 entries each.

For the first time this year, Ogilvy DigitalHealth, ONIRIA\TBWA, and Forsman & Bodenfors also made the shortlist. Malaysian agency UM was behind every shortlisted entry for the country.

The new category for 'Best Content Creation Award' was one of the most highly contested, with 14 different campaigns from across the globe set to battle it out during the final judging.

Across the board, this year's entries demonstrated extensive social media engagement to reach audiences. Etihad's 'Mapped Out' campaign explored users' networking opportunities abroad by connecting to their LinkedIn accounts, and Swedish brand Marabou's 'The Chocolate with 6,000 Names' asked Facebook fans to share their favourite excuses for enjoying chocolate.

Sameer Singh, VP, Head of Global Media at GlaxoSmithKline and Chair of the 2014 Awards Jury, comments: "It is so exciting to see brands from the four corners of the globe receiving multiple shortlist accolades. It certainly demonstrates that international standards of creativity and campaign excellence are being championed by countries both big and small. As global practitioners, we can learn from each of these campaigns to continue to drive the effectiveness of our own work – they're an inspiration."

Singh and a panel of 24 other industry experts will meet in Rome to judge the shortlisted entries, and the winners will be announced at a gala dinner on April 8th, the final night of the Festival of Media Global 2014. This year's jury features from some of the world's leading brands and agencies, including Craig Hepburn of Nokia, Tom Wyse of Paddy Power, Kathleen Brookbanks of OMD, and Sylvain Chevalier of Havas Media Group.

For the first time ever, the Festival of Media Global Awards 2014 will feature tiered judging, with Gold, Silver or Bronze awards available to recognise the high calibre of entries, along with the Grand Prix awards for Campaign of the Year, Country Agency of the Year, and Agency of the Year. There will also be a Guinness World Record Award for the brand with the best world record-breaking campaign, as voted by the industry.

The entries will be available on www.creamglobal.com, and during the event, delegates can review the shortlisted campaigns on Surface devices from Microsoft. The ceremony itself sees new additions of projection mapping technology, and Spotify is also enabling winners to select their favourite track to be played if they win. This year's Festival is being held in Rome at the Rome Cavalieri Hotel, from April 6-8, 2014.

To view the full Festival of Media Global Awards shortlist, click [here](#).

ENDS

For press information please contact MaryLou Costa or Elena Radicati on (+44) 20 7249 7769 or at firstname.surname@withpr.co.uk.

Or visit <http://www.festivalofmedia.com> for all award entry and event booking information.

You can read The Festival of Media Global 2014 'Agenda' [here](#) and check out videos of previous Festivals and key presentations at www.youtube.com/thefestivalofmedia.

Please credit The Festival of Media with all images and videos used.

Confirmed judges for the Festival of Media Global Awards include:

FINAL JURY

Sameer Singh, VP, Head of Global Media, GSK
Tom Gill, Global Media Director, Heineken International
Craig Hepburn, Global Director, Social Media & Digital, Nokia
Ulrich Löchner, Head of Media Management Mercedes-Benz Cars, Daimler
Ravi Rao, Leader, South Asia, Mindshare
Sarah Ivey, Global Chief Strategy Officer, Initiative
Sylvain Chevalier, CEO, Havas Media Group
Andrea Suarez, President of World Markets, IPG Mediabrands
Christian Hahn, VP, Marketing Communications and Media, Deutsche Telekom
Venky Balakrishnan, Global VP for Marketing Innovation, Diageo
Bernhard Glock, Founder, Media Leadership Company LLC
Renata Serafim, Head of Planning, Talent
Guy Cousins, Head of Strategy, Global Comms Planning, PHD
Gaston Legorburu, Executive Director & Worldwide Chief Creative Officer, Sapient
Tom Wyse, Head of Media, Paddy Power
Rupert McPetrie, CEO, CEE & ME Regional Office, Zenith
Toby Jenner, Global Chief Business Development and Marketing Officer, MediaCom
Kathleen Brookbanks, President East, OMD
John Sheehy, COO President of Global Operations, Starcom MediaVest Group
JR Little, VP, Strategy Director, GM Europe, Carat Global Media Management
Ruben de Almeida-Domingues, Regional Director of Integrated Planning, Latin America, MEC
Alessandra Giaquinta, Managing Director, UM

SHORTLISTING JURY

Juan Uribe, Head of Digital Communication, SABMiller
Kyle Norrington, Senior Marketing Director, Labatt Breweries of Canada
Karen Nayler, CEO, Mindshare
Mikhail Fandeev, Global Marketing Director, Aeroflot
Craig Hepburn, Global Director, Social Media & Digital, Nokia
Michael Carlin, SYP International Media & Planning, WarnerBros
Jonathan Fowles, Chief Strategy Officer, Initiative G14
Pip Landers, Head of Advertising, Mandarin Oriental Hotel Group
Toby Gunton, Head of Innovation, OMG
Nic Hodges, Head of Innovation and Technology, MediaCom Australia
Pinaki Dutt, Global Consumer and Business Intelligence Director (P&G), MediaCom
Tara Powadiuk, EMEA Media Group Manager, Microsoft
Sarah Power, Chief Strategy Officer, Initiative

Aaron Wild, CEO, PHD
Paulo Gregoraci, Vice Chairman & COO, W/Mccann
Jason Egresits, Global Head of Marketing Services, Zurich Financial Services
Kath Watson, CEO, OMD
Tom Wyse, Head of Media, Paddy Power
Eva Kantrowitz, EVP, Managing Partner, Horizon
Lisa Clunie, Executive Director of Creative Management, Ogilvy & Mather
Mitch Dunn, Vice President, Strategy, Empower
Leo Liang, Senior Director of National Business Development, Youku Tudou, Inc.
Jill Toscano, Director, Global Media – Global Advertising and Brand Management, American Express
Maya Kanaan, Human Experience Strategy Director, Starcom MediaVest Group
Richard van der Wilk, Chief Strategy & Innovation Officer, Starcom MediaVest Group
Sabine Knoepfel-Ruth, Managing Director, PHD
Fred Forster, CEO, PHD
Debbie Aryandari, Brand CEO, iProspect
Matthew Hook, Chief Strategy Officer, Carat
Johann Wachs, Global Chief Strategy Officer, Vizeum
Karen Burke, Executive Director, The Garrigan Lyman Group
Andrew Canter, CEO, BCMA
Derek Lindsay, Managing Director, DraftFCB Media
Brett Graham, Human Experience Strategy Director, Starcom MediaVest Group
Mark Egan, Chief Strategy Officer, Egan
James Shoreland, EVP Director Corporate Development North America
Sandra Rincon, Managing Director, Starcom MediaVest Group
Tamás Szabó, Media Manager, Magyar Telekom
Fredda Hurwitz, Global VP Strategic Planning, Marketing & Communications, Havas Sports & Entertainment
Wong PiYee, Managing Director, Starcom MediaVest Group
Zubin Tatna, Head of Integrated Planning, MEC
Jill Weiss, Director, Global Media, Royal Caribbean
Sven Weisbrich, CEO, UM
Christopher Catchpole, Group Executive Creative Director, Phibious
Tim Cain, Managing Director, AOP
Jason Zhan, Founder, Executive Director, Vitamine
Dan Zonmani, CEO, Lowe + Partners
Chris Nolan, CEO, Starcom MediaVest Group
Joe Lunn, Head of Strategy, Zenith Optimedia
Ozer Sata, Managing Director, Mindshare
Ricardo Gonçalves, Head of Marketing, Qualicorp
Vincent Blaney, European Brand Media, Media & Digital, Millward Brown
Børre Sunde, CEO, Mediabrands
Guy Hearn, Chief Innovation Officer, Asia Pacific, Omnicom Media Group

Isabelle Harvie-Watt, CEO and Country Manager, Havas Media Group
Christine Bitsch, Regional Director, Kantar Media TGI
Luis Sepulveda, CEO, Arena
Grace Cheung, Manager Marketing Communications, Cathay Pacific Airways Limited
Ian Manning, CEO, MediaCom
Oscar Miranda, VP Marketing & Sales, Hasbro Latin America
Alex Hultgren, Digital Manager, FC SD, Ford
JR Little, VP, Regional Head of Strategy and Intelligence GME, Carat Global Media Management
Suresh Balakrishna, CEO, BPN
Bernhard Glock, Founder, Media Leadership Company LLC
Paul Spencer, Managing Director, OMD
Kris Hermansson, Senior Digital Creative, Resn
Mike Barrett, Managing Director of Communications and Strategy, Heat

Notes to the editor



About C Squared

C Squared is one of the fastest-growing specialist publishing, events and technology companies in Europe. Its mission is to help the media and marketing industry become more connected and better informed so that it is fully equipped to respond to the challenges and opportunities brought about by digital technology and globalization. The company first launched *Cream* magazine in 2005 to reflect the changes taking place in global media. Cream has now become the world's largest database of media innovation and its bespoke technology serves many of the leading global agency groups and multinational advertisers. C Squared launched The Festival of Media in Venice in 2007 and the brand now has 3 major Events across the world, attended by 4,000 senior delegates and receiving over 3,000 Awards entries. In 2009, C Squared acquired the leading brand M&M Global; plus the M&M Global Awards and the popular media training course, IMM. In 2011 C Squared created its "Original Events" unit, which has since created leading events for clients including Wired Magazine, Unilever and BeViacom.

www.csquared.cc

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