

# MediaCom, PHD and Mindshare feature in M&M Global Awards 2018 shortlist

For the second consecutive year MediaCom is the frontrunner for the M&M Global Awards shortlist with 33 shortlisted entries. PHD follows on the global networks list with 20 shortlisted entries and Mindshare with 18.

Agencies to stand out in this year's truly international shortlist, with 22 countries shortlisted out of 29 countries, include MediaCom Israel with 9, UM US with 7 and PHD New Zealand, MediaCom India, MediaCom China and Touché!PHD with 5 entries each on the shortlist.

Advertisers Procter & Gamble, GSK and Google are leading the shortlist with 13, 7 and 5 entries respectively.

Campaigns such as 'DB Export Beer Bottle Sand' by PHD New Zealand, 'Dundee: The Son of a Legend Returns Home' by UM NY and 'I don't Roll On Shabbos' by MediaCom Israel certainly made their mark being shortlisted four times each.

Winners will be announced at the awards on 20 September 2018 in London at the Troxy. This year's theme is based on the 1920s Birmingham and the British TV series *Peaky Blinders*.

For the first time in its history, the M&M Global Awards will award grands prix to the full marketing spectrum, including the best PR agency, best creative and best event agency.

This year's two special awards, the 'Millennial of the Year' and 'Content Creator of the Year' are still open for entries, with winners to be announced on the night.



See the full shortlist [here](#).

*M&M Global Awards has been celebrating the best of international media for more than 25 years and is part of the Festival of Media portfolio of events, which educate, inspire and celebrate excellence in advertising around the world.*

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