

2011 Festival of Media Awards open for entries

LONDON: The Festival of Media Global Awards has officially opened for entries. Three new awards categories have been added to the list: Best Social Strategy, The Media Effectiveness Award: Engagement and Best Use of Emerging Technologies.



Best Use of Earned Media and Best Contribution to a Campaign by a Media Owner are both categories that have been adapted, in line with current trends. In 2010 more than 600 entries were received from 45 different countries across the globe, including eight countries that hadn't previously entered.

Founder of the festival and CEO of C Squared Charlie Crowe comments: "As the media industry begins to see the green shoots of recovery, we expect to see a bumper crop of entries to the Festival of Media Global Awards in 2011. With new formats like the iPad and increased engagement with social media in 2010, we are sure to see some truly innovative entries as well."

40 judges to be appointed

The awards will be judged by over 40 senior industry professionals. Since 2009, senior marketing figures from clients such as ABInBev, Cisco, Coca-Cola, Ericsson, HSBC, Nestle, Philips, Reebok, Unilever and Volkswagen have joined representatives from every agency network group and independent agencies to carefully select the annual awards winners.

Sylvain Chevalier, MD MPG Mexico, winners from the Festival of Media Awards 2010 comments: "Winning the Agency of the Year award at the 2010 festival was a terrific boost to all our teams, where the honour of working in such a special place as MPG combined itself with the pride of putting Mexico at the centre of worldwide attention. It is as well a great responsibility...getting there is half of the journey...staying on top is the key part, as all our clients at MPG remind us every day."

The deadline for entries is 21 January 2011 and the shortlist will be announced on 11 March 2011. All entries must be submitted online.

Go to www.festivalofmedia.com for more information.