

Starcom MediaVest Group wins at the Festival of Media

MONTREAUX: The Starcom MediaVest Group (SMG) received the Network of the Year award at the Festival of Media Awards held in Switzerland last week.



Starcom MediaVest[™]
GROUP

The Festival of Media is the world's first festival of media rewarding creativity and innovation. As the annual gathering for the global media and communications industry, the Festival attracts around 700 delegates from over 40 countries. For two days it showcases inspiring conference sessions, an exhibition of new media opportunities and a global awards ceremony showcasing the best in creative media thinking and unrivalled networking opportunities.

SMG's global network led the overall competition with six wins, two honourable mentions and 24 total shortlists. Across the globe, SMG's offices in Australia received eight awards followed by Norway, UAE and USA with four. Sweden received three while The Netherlands and UK both acquired two awards. Chile, Colombia, France, Indonesia, Poland all received one.

Gordon Patterson, SMG South Africa's group managing director comments, "We're delighted that our network has been recognised with this globally prestigious award. It again proves that our investment in becoming a truly 'human experience' orientated company offering a clear competitive advantage". This is thanks to a truly integrated network which expertly leverages insights, infrastructure and intellect to produce leading media campaigns. We're proud to be part of the group and commend all key players in their involvement in securing the award."

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