



The Media & Marketing Awards 2009: Shortlist Announced

23 September 2009

Brands from adidas to Xbox and Braun to Vestas appear on the shortlist for the M&M Awards 2009.

A rigorous round of online scoring by *20 judges* from markets around the world, whittled down the number of entries – the highest number in three years – to just *56 potential winners*.

The shortlisted campaigns represent the best international advertising covering over 30 countries, including Latin America, US, Australasia, the Middle East, Nordics, as well as both Eastern and Western Europe.

Brands such as Jumeirah Hotels, Spa water, Vestas and the sports fashion brand Onitsuka Tiger appear on the list for the first time. There has also been an increased number of entries from media owners, who are not only represented in the “Best Contribution by a Media Owner” category, but also in “Best Campaign for Reaching Business & Political Decision Makers” and “Best International Corporate Branding / CSR Campaign”.

The shortlist also includes work from new agencies for the M&M Awards, including agencies with a digital, creative and PR focus.

“The spread of entries this year is truly impressive and it reflects the changing dynamics in the media industry that more media owner work, and more entries from specialist agencies are in with a shout of winning,” said Pip Brooking, editor of Media & Marketing. “In what has been a difficult year for many, it’s great to see so much good work that is worthy of recognising.”

The winners of the awards, as well as the winners of the “Creative / Specialist Agency of the Year”, “Media Excellence”, “Marketer of the Year”, “Campaign of the Year” and the “Media Agency of the Year” titles, will be announced at the M&M Awards Dinner on 10 September 2009 at the Grosvenor House Hotel.

To book your tickets, or your table(s), for the 10 September gala dinner please go to:

www.mandmawards.com/book_table or

call Emily Hanson on +44 (0) 20 7367 6983 for more information.

M&M Awards 2009 Shortlist

The International Integration Award

MediaCom - Braun BodycruZer Launch
MediaCom - Herbal Essences Western Europe: The Re-launch
Mindshare – HSBC: Banking without boundaries: redefining premium banking
MediaCom - Nokia 5800
MediaCom - Nokia Supernova
Amsterdam Worldwide - Onitsuka Tiger: Zodiac Race

Best Campaign for Reaching Business and Political Decision Makers

PHD - Airbus A380 "See the Bigger Picture"
Starcom USA – Oracle: CRM
MPG – iShares: Bravery begets billions
Bloomberg - The Bloomberg Wind Energy Index
PHD - Vestas No.1 in Modern Energy

Best Campaign Reaching High Net Worth Individuals

MediaCom - Ascent Ti Brand & Constellation Pure Launch
DaVinci Selectwork – Mercedes Benz: Big in "A Small World"
BBC & MPG - Credit Suisse Visionaries
OMD – Jumeirah: Goldlife Campaign
MPG - The Leadership Centre for Credit Suisse

Best International Launch Campaign

MediaCom - Braun BodycruZer Launch
Carat – adidas: Celebrate Originality
Weber Shandwick – Nortel: How Much Is Your Network Costing You?
Mediaedge:cia - Making Watchmen Watchable
MediaCom - Mamma Mia! The Movie DVD launch

Best use of Content

Universal McCann - Bacardi B-Live and Groove Armada
Aegis – Clean & Clear: Celia and Chloe, Our Unstoppable Rise to Fame
ZenithOptimedia - HP & MTV Engine Room
OMD - PlayStation Movement: "The People's Label"
MediaCom - Oral-B: Putting the Fun Back into Brushing

Best use of Digital

Marvellous - adidas Marathon 09
Carat - adidas Originals Spring/Summer 2009 Celebrate Originality
Universal McCann - Bacardi B-Live Share
Mediaedge:cia - Making Watchmen Watchable
OMD - The Funniest iPod ever

Best Contribution to an International Campaign by a Media Owner

MTV - MTV Celebrates - adidas Originals
MTV – HP & MTV Engine Room
National Geographic - National Geographic & IBM - 'The Genographic Project'
Metro International - Nokia Navigation
Turner - Philips & CNN: Vital Signs

Best International Targeting Award

PHD - Airbus A380 "See the Bigger Picture"
OMD – Foot Locker: Enthusiasm Beyond Reason
MediaCom – Braun: Goodbye Weekend. Hello Smooth Skin.
MediaCom - Herbal Essences Western Europe: The Re-launch
Posterscope - Nissan Ski Campaign 2008 / 09

The Effectiveness and Responsiveness Award

MediaCom – Braun: Goodbye Weekend. Hello Smooth Skin.
Weber Shandwick – Nortel: How Much is Your Network Costing You?
Initiative - Spa Water Coach
Lyle Baillie International - The Longer Term Effects of Seatbelts Advertising
MediaCom – Ariel: Water Savings
Universal McCann - Xbox: Zone & Own

Best International Consumer Brand Campaign

MediaCom - Braun BodycruZer Launch
ZenithOptimedia - HP & MTV Engine Room
Mediaedge:cia – Sony Ericsson: Life is An Exhibition
MediaCom - Pedigree Adoption Drive
MediaCom – Ariel: Water Savings

Best International Corporate Branding / CSR Campaign

PHD - Airbus A380 "See the Bigger Picture"
National Geographic - National Geographic & IBM - 'The Genographic Project'
MediaCom - Pedigree Adoption Drive
BBC; MediaCom; Newsweek - Shell World Challenge
MediaCom – Ariel:Water Savings