

Mindshare 2019 Awards Summary

Cannes Lions

Media Network of the Year

Gold Media Lion, 'Hacking Prime Day', Cheerios, USA

Silver Media Lion, 'Monty's Wicket Warnings', Foxtel, Australia

Silver Media Lion & Bronze Creative Data Lion, 'The Infection Alert System', Lifebuoy, India

EFFIES

51 EFFIES across 14 markets: Austria, Belgium, Bulgaria, Canada, Colombia, Chile, Germany, Hong Kong, Hungary, India, Poland, Russia, UAE and USA.

WARC Media 100

Rank	Campaign Title	Brand	Mindshare Office
1	Monty: The World's First AI Predictive Commentator	Foxtel	Australia - Sydney
2	The First Colonel to Conquer eSports	KFC	China – Shanghai
3	The Adaptive Data Lighthouse	Lifebuoy	India – Mumbai
10	Hacking Prime Day	Cheerios	USA – Chicago
19	Red Line	Vodafone	Turkey – Istanbul
27	Helping Girls Shine in Virtual World and in Reality	Maybelline	China – Shanghai
28	Crunchy Sound Challenge	Lay's	China – Shanghai
41	The Adventure with King Leo and Friends	P/S	Vietnam – Ho Chi Minh City
47	All Star Weekend	Nike	China – Shanghai
62	World Cup: Daring Teenage Footballers To Be Their Best!	Nike	China – Shanghai
66	Influence the Influencer	Castrol	China – Shanghai
72	Living Life To The Full Without Consequences	Three	UK – London
78	Setting the New Benchmark for EC Targeting	Dyson	China - Shanghai
87	Real Food Rescue	Hellmann's	Canada – Toronto
89	From Tianyi With Love	Nescafé	China – Shanghai
93	Men+Care #TakeTheTime	Dove	Canada - Toronto

WARC Media 100 - Mindshare Offices

Rank	Agency	Agency Network	Location	Region
2	Mindshare	Mindshare Worldwide	Shanghai, China	ASIA-PACIFIC
3	Mindshare	Mindshare Worldwide	Sydney, Australia	ASIA-PACIFIC
4	Mindshare	Mindshare Worldwide	Mumbai, India	ASIA-PACIFIC
15	Mindshare	Mindshare Worldwide	Ho Chi Minh City, Vietnam	ASIA-PACIFIC
18	Mindshare	Mindshare Worldwide	Istanbul, Turkey	MIDDLE EAST
20	Mindshare	Mindshare Worldwide	Chicago, USA	NORTH AMERICA
48	Mindshare	Mindshare Worldwide	Toronto, Canada	NORTH AMERICA
50	Mindshare	Mindshare Worldwide	London, UK	EUROPE

I-COM

Overall Winner, China

Content Marketing Category Winner, KFC Yum!, China

General Category Winner, Godrej Consumer Products, India

Mobile Category Winner, PepsiCo, India

MMA

Global SMARTIES Business Impact Index, Mindshare #1 Agency Network
Global SMARTIES Business Impact Index, Mindshare #1 Media Agency
MMA Global Mobile Agency of the Year, 3 years running
MMA SMARTIES APAC, Agency of the Year
MMA Media Agency of the Year in Turkey, Vietnam, India and Indonesia + 'Most Awarded Agency' in Spain.

Festival of Media Global

Agency Network of the Year
Agency of the Year (China)
Campaign of the Year, 'Infection Alert System', Lifebuoy, India
Special Award for Best Adtech/Martech, 'Monty's Wicket Warnings', Foxtel, Australia
Also: 7 Golds, 8 Silver, 10 Bronze Awards

Festival of Media APAC

Agency Network of the Year 4 years running
Agency of the Year (Mindshare China)

Festival of Media LatAm

The Effectiveness Award, 'Hot Sale Days', Nespresso, Argentina
Also: 1 Gold, 1 Silver, 1 Bronze

Festival of Media North America

Best Data & Insight Award, 'Hacking Prime Day', Cheerios, USA
Best Integrated Campaign, #TakeTheTime, Dove Men+Care, Canada

Tangrams

Agency Network of the Year
Media Strategy Agency of the Year, China
Digital Strategy Agency of the Year, China
Platinum, The Adaptive Data Lighthouse, Lifebuoy, India
Also: 7 Golds, 12 Silvers and 9 Bronzes across Media and Digital Strategy, Data & Analytics, Effectiveness and eCommerce

Spikes

Media Spike Gold, Silver & Bronze, Monty's Wicket Warnings, Foxtel, Australia

Campaign Asia AoTY Awards

Asia Pacific Media Agency Network of the Year (5 years running)
Asia Pacific Performance Agency Network of the Year
South Asia AoTY Awards: 9 Gold, 1 Silver, 2 Bronze
Greater China AoTY Awards: 4 Gold, 1 Silver
South East Asia AoTY Awards: 8 Gold, 2 Silver, 2 Bronze
Japan/Korea AoTY Awards: 1 Bronze

Campaign Asia Digital Media Awards

Agency of the Year, China
Platinum Award, Run the World, Nike, China

Adweek Media Plan of the Year Awards

Most Awarded Agency – Mindshare USA
Best Use of Voice, Hacking Prime Day, Cheerios, USA
Best Use of Alternative Media, Hacking Prime Day, Cheerios, USA
Best Use of AI/VR/Machine Learning, Monty's Wicket Warnings, Foxtel, Australia



Best International Campaign (\$1+ million), Monty's Wicket Warnings, Foxtel, Australia
Best Use of Mobile (\$500k+), Monty's Wicket Warnings, Foxtel, Australia

MediaPost / OMMA

Media Agency of the Year, USA
Digital Out of Home Awards: Wildcard category winner, USA
OMMA Awards: 2 wins, Canada

Strategy-Online

Strategy's Agency A-List, Canada
Shopper Innovation + Activation Awards: Silver for Acting on Insights for Unilever, Canada

WARC

WARC Media Awards, Grand Prix, The Adaptive Data Lighthouse, Lifebuoy, India
'Best of the Best' Ranking, Mindshare #1 Agency Network & Mindshare Shanghai #1 Agency

Other Selected Awards

The Drum's Digital Trading Awards, Best Digital Trading Team, USA
The ARF's David Ogilvy Awards, Gold, Food & Beverage Category, USA
REA Excellence Awards, Game Changer of the Year Award, Australia
Medianet Xpert Awards, Best Media Agency of the Year, Austria
ROI Festival, Media Agency of the Year, China
Kam Fan Awards, Media Agency of the Year, Hong Kong
Prime Time Awards, Agency of the Year, India
Goafest Media Abbys, Agency of the Year, India
Big Bang Awards, Agency of the Year, India
N C Awards, Best Holistic Media Agency, Italy
Media & Marketing Polska, Media Agency of the Year, Poland
MAAT Awards, Agency of the Year, Thailand
Felis Awards, Agency of the Year (11th Year Running), Turkey
Infonegocios 2019, Media Agency of the Year, Uruguay

ENDS