

Festival of Media Awards 2011 shortlist announced

MONTREUX, SWITZERLAND: OMD and Starcom lead the agency networks in the shortlist for the Festival of Media Awards 2011 - in a year that saw a significant increase in the number of campaigns entered by independent and specialist agencies, a record number of entries overall, and a wider geographic representation with entries coming from more than 50 countries. Ogilvy Johannesburg has been shortlisted for its South Africa Tourism campaign.



Jenny Ashmore, global marketing capability officer, Mars Inc. and the chair of the jury comments: "After a record number of entries, the international panel of judges has worked tirelessly to compile this shortlist. While it has been a hard year economically, this seems to have stimulated the level of creativity and business-building work that we have seen. Congratulations to all of those shortlisted and do come to the Festival of Media in Montreux, Switzerland."

[Click here to download the shortlist.](#)

The UK, US, Australia and India lead the entering nations represented in the shortlist - with Russia and Thailand appearing in the shortlist for the first time. The shortlisted entries in all categories reveal great creative media communication strategies for a diverse range of brands - with Vodafone and Volkswagen enjoying the largest number.

Ogilvy Johannesburg has been shortlisted under 'Best Contribution To A Campaign By A Media Owner' and 'Best Targeted Campaign', for their SA Tourism campaign.

The winners will be announced at the Festival of Media Awards Gala Dinner on Tuesday 10 May 2011 in Montreux, Switzerland. Be the first to find out the winners, and book to attend the event. For all Festival of Media and Festival of Media Awards bookings, go to www.festivalofmedia.com/global/how-to-book.

For full details and to see the list of confirmed speakers, costs and other details go to www.festivalofmedia.com/global.