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AWARDS

[TWO CANADIAN MEDIA AGENCIES SHORTLISTED FOR FESTIVAL OF MEDIA AWARDS]

March 11, 2011 | Jeremy Lloyd | Comments



Touché PHD and Media Experts have made the shortlist for the 2011 Festival of Media Awards.

In the Award for Media Bravery category, Media Experts is named for "Igniting A Nation," its Olympic Torch-themed work for Bombardier. Their seven competitors in the category include Goodby, Silverstein & Partners (Adobe Creative Suite 5 Launch Campaign) and OMD New Zealand (Volkswagen Transporter).

Touché PHD's "Natural Source of Comfort" campaign for Fédération des producteurs de lait du Québec is competing in the Best Communication Strategy category against 19 other agencies and marketers. That list includes the likes of MPG (Nike City Cup), Goodby, Silverstein & Partners and UM Sidney (Get Laid Back at the Lynx Lodge, to which CPB Toronto contributed creative work).

Both shortlisted campaigns were big winners at the 2010 Media Innovation Awards. The Bombardier work won two golds and Fédération des producteurs de lait du Québec took Best In Show and a handful of other category medals.

This year's Festival of Media is being held in Montreux, Switzerland. Winners will be presented with their awards at the festival's closing gala on May 10.

Canada had jury representation for this year's awards; Sunni Boot, CEO of ZenithOptimedia Canada, was on the shortlist jury.

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