**THE SCOOP**

**Seriously Popular This Month**

Introducing M.A.D.I

*Bedir to provide*

*(Use corresponding logo)*

**We’ve Been Shortlisted – Media Week Awards!**

We’re thrilled to announce we’ve been shortlisted in two categories for this year’s Media Week Awards. Congratulations to Nat Poulter, Head of Automated Advertising for making the Rising Star (Media Owner) shortlist as well as our partnership with M&S being shortlisted for Media Idea (over £1m). With over 500 entries we’re pretty chuffed, plus our very own CRO, Mel Scott will be helping judge Media Agency of the Year!

The ceremony will take place on the 22nd October where we’ll battle it out at Grosvenor House with some worthy competitors.

View the full shortlist here: <http://www.mediaweekawards.co.uk/shortlist/>

*(Can you also use the logo here for the visual and maybe a trophy?)*

**Calling all Mum’s: Join us at the O2 Suite with your children to see Marvel!**

*(Can we use a visual like this:* [*https://www.google.co.uk/search?q=marvel+universe+live&espv=2&biw=1920&bih=979&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjGnOK6gNrOAhXCL8AKHZbNBYQQ\_AUIBygC#tbm=isch&q=marvel+universe+live+at+the+o2&imgrc=x8-W3JeYcXG2-M%3A*](https://www.google.co.uk/search?q=marvel+universe+live&espv=2&biw=1920&bih=979&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjGnOK6gNrOAhXCL8AKHZbNBYQQ_AUIBygC#tbm=isch&q=marvel+universe+live+at+the+o2&imgrc=x8-W3JeYcXG2-M%3A)*)*

Mums are a key audience for us, we reach a whopping 69% - that’s 4.6m of the UK population! On average Mum’s spend 66 minutes per month on Mail Bands sites, 3 times more than Mumsnet!

With this in mind, we wanted to give something back and give you the opportunity to entertain your kids at the O2 this year to see Marvel Universe LIVE!

The show features family favourite Marvel Super Heroes including Spider-Man, Hulk, Iron Man, Thor, Black Widow and more who will take to the stage as they battle Loki and Marvel’s most sinister villains. We have a limited number of seats available on the following dates in September: Friday 16th (6pm), Sunday 18th (3pm), Tuesday 20th (6pm), Wednesday 21st (6pm), Thursday 22nd (6pm), Saturday 24th (10am) and Sunday 25th (3pm).

If you would like to take advantage of this opportunity, please email [events@mailonline.co.uk](mailto:events@mailonline.co.uk) to request tickets for your preferred date.

**Campaign of the Month:**

*(See corresponding PPT for visuals to include)*

Vodafone Takeover!

This month we kicked off with an exciting display campaign for Vodafone, promoting their Broadband offering across MailOnline. Reaching users across various touch points with cross device activity targeting entertainment & lifestyle content, Vodafone also took complete ownership of our TV&Showbiz channel on 23 August with 100% SOV driving mass awareness. Check out some of their great visuals!

The MailOnline TV & Showbiz channel reaches an average daily 338,000 unique visitors on PC only! Combine this with tablet and mobile to extend your reach.

Interested in doing targeted takeovers for your brand? Contact [David.Duffield@mailbrands.co.uk](mailto:David.Duffield@mailbrands.co.uk) Head of Digital Sales.

**WIN a Dyson Hairdryer**

*(Use this link for visuals:* [*http://www.boots.com/en/Dyson-Supersonic-Hairdryer-Fuchsia\_1863596/*](http://www.boots.com/en/Dyson-Supersonic-Hairdryer-Fuchsia_1863596/) *)*

Here at Mail Brands, we like to think we’re trendsetters. We’re constantly using data to see what’s most read by our readers and adjusting our content accordingly.

Trying their hand at trend-setting are innovative vacuum cleaners, Dyson, having entered the world of beauty with this ground breaking addition.

We’re giving away one of these supersonic hairdryers (in a choice of fuchsia or silver), worth a whopping £299.99 and all you have to do to be in with a chance to win is tell us:

As a %, what’s our reach of UK Mum’s?

**This Month: Rio 2016, did you miss?**

1. Louis Smith wins silver but is slammed for not shaking Max Whitlocks hand

<http://www.dailymail.co.uk/news/article-3740814/Strictly-miserable-Louis-Smith-blubs-silver-medal-sparks-Twitter-storm-refusing-shake-teammate-Max-Whitlock-s-hand-won-gold.html>

2. French gymnast Samir Ait Said, who snapped his leg in horror landing manages to walk

<http://www.dailymail.co.uk/sport/olympics-2016-sports/article-3729590/French-gymnast-Samir-Ait-Said-feet-horror-double-leg-break-Rio-Olympics.html>

3. BBC’s Chris Boardman sparks outrage with sexist “What’s For Tea” remark towards Laura Trott

<http://metro.co.uk/2016/08/16/bbc-commentator-chris-boardman-sparks-outrage-with-sexist-whats-for-tea-remark-towards-laura-trott-6072770/>