



**MIDO WINS AGAIN:
COMMUNICATION CAMPAIGN WINS AWARD FOR THIRD CONSECUTIVE YEAR.
“REFOCUSING ON HUMANS” AWARDED MEDIASTARS 1st PRIZE AND
1st PRIZE FOR A PERIODICAL IN THE PRINT MEDIA CATEGORY**

*Photographed by Uli Weber and conceptualized by Max Galli in collaboration with Mixer Group,
the campaign also received the Special Star award for Creative Direction*

Milano, 9 June 2025 – At the 29th edition of the **Mediastars** technical awards for advertising, the MIDO campaign | Milano Eyewear Show 2025, **Refocusing On Humans**, wins three awards in the print media section: 1st place **Mediastar**, 1st place **Periodical** and **Special Star for Creative Direction**. The awards ceremony was held Friday, June 6th at the San Fedele Auditorium in Milan.

For the third consecutive year, the MIDO communication has earned one of the foremost accolades in the world of advertising. An outcome that goes well beyond a single creative concept – what is being celebrated is **the ability to consistently create new, relevant campaigns** that powerfully communicate to the public and the press, all while **maintaining a clear and recognizable direction**. An achievement that demonstrates the strength of MIDO’s strategic vision and the quality of the team’s work.

“Refocusing on Humans”, photographed by Uli Weber and created by Max Galli in collaboration with Mixer Group, returns humans to the center of focus and is a **tribute to human creativity and the craftsmanship skills that create beauty**. Entrusted to a master of photographic art, the campaign narrates the awe-inspiring authenticity of human beings, reflecting the unique creative spirit of the world of eyewear.

At its 29th edition, the Mediastars award is assigned every year to the best Italian ad campaigns, recognizing and adding value to the professionalism and talent of those working in the field of communication at the national level. About 550 projects were nominated for this edition and evaluated by a panel of industry experts and professionals.

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CREDITS “REFOCUSING ON HUMANS - A new eyewear perspective”

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MIDO is a founding member of IT-EX, an association created to represent Italian trade fair organizers of international standing, supporting the promotion of Italian companies in foreign markets. IT-EX provides strategic support for internationalization, with self-generated resources and an organization dedicated to economic growth objectives, export promotion, and support for the development of "Made in Italy" worldwide. The trade fair portfolio of IT-EX members attracts 20,000 exhibitors, about 9,000 of whom are from abroad, and 2.5 million visitors, including 1 million professionals and enthusiasts on dedicated days, among these 600,000 are international.

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