

GOLDEN DRUM 2026 – SILVER DRUM

AWARD	ENTRY CODE	SECTION	GROUP	CATEGORY	ENTRY NAME	AGENCY_NETWORK	AGENCY NAME	BRAND NAME	COUNTRY
Silver Drum	0103010GD26	One-Channel Drum	A. FILM	Long Online film	Vienna Bites	INDEPENDENT AGENCY	Seite Zwei, Vienna	Vienna Tourist Board	Austria
Silver Drum	0304007GD26	One-Channel Drum	C. OUT OF HOME (OOH)	Ambient & Experiential	Humanity Chain	INDEPENDENT AGENCY	Progression CA	Forte Bank	Kazakhstan
Silver Drum	0402002GD26	One-Channel Drum	D. AUDIO	Other forms of audio communication	Real Listening Age	INDEPENDENT AGENCY	THIS IS LOCCO, Bratislava	Dóvera Health Insurance Company	Slovakia
Silver Drum	0507003GD26	One-Channel Drum	E. DIGITAL, MOBILE & TECHNOLOGY	Creative use of AI / AR, Data / Insight, Metaverse, NFT	Will it Poo on My Car?	Omnicom Advertising	tribal worldwide Istanbul	sigortam.net	Turkey
Silver Drum	0507009GD26	One-Channel Drum	E. DIGITAL, MOBILE & TECHNOLOGY	Creative use of AI / AR, Data / Insight, Metaverse, NFT	KitKat Break Billboards	VML	VML Czechia, Prague	KitKat	Czech Republic
Silver Drum	0604002GD26	One-Channel Drum	F. DESIGN	Product Design	Archie	Omnicom Advertising	TBWA Istanbul	McDonald's	Turkey
Silver Drum	0701008GD26	Omni-Channel Drum	A. INTEGRATED	Profit	THE PUB THAT REFUSED TO DIE	LePub	LePub Milan	Heineken	Italy
Silver Drum	0701019GD26	Omni-Channel Drum	A. INTEGRATED	Profit	REAL LIFE PASSWORDS	McCann	McCann Bucharest	Mastercard	Romania
Silver Drum	0702004GD26	Omni-Channel Drum	B. CONTENT	Live experience	Not For Sale	INDEPENDENT AGENCY	Bickerstaff.756, Kyiv	Ukrainian Pavilion EXPO 2025 Ministry of Culture of Ukraine	Ukraine
Silver Drum	0702007GD26	Omni-Channel Drum	A. INTEGRATED	Non - profit	Change My Mind	Leo Constellation	Leo Prague	Change My Mind	Czech Republic
Silver Drum	0803006GD26	Omni-Channel Drum	B. CONTENT	Live experience	The Winning Play	Havas	Havas Milan	KGM Italia	Italy
Silver Drum	0807008GD26	Omni-Channel Drum	B. CONTENT	PR	(SAVE A) LIFE INSURANCE	VML	VML ROMANIA	Generali	Romania
Silver Drum	0807014GD26	Omni-Channel Drum	B. CONTENT	PR	Change My Mind	Leo Constellation	Leo Prague	Change My Mind	Czech Republic
Silver Drum	0807017GD26	Omni-Channel Drum	B. CONTENT	PR	The Healing Stage	SAATCHI & SAATCHI	Saatchi & Saatchi Ukraine	Armed Forces of Ukraine, Psychological center '4Help'	Ukraine
Silver Drum	0901004GD26	Omni-Channel Drum	C. ENGAGEMENT	Direct	COULD HAVE BEEN A HEINEKEN	LePub	LePub Milan	Heineken	Italy
Silver Drum	0901015GD26	Omni-Channel Drum	C. ENGAGEMENT	Direct	Non Disclosure Austria	SERVICEPLAN	Serviceplan Austria	Österreich Werbung / Austrian Tourism	Austria
Silver Drum	0901016GD26	Omni-Channel Drum	C. ENGAGEMENT	Direct	KitKat Break Billboards	VML	VML Czechia, Prague	KitKat	Czech Republic
Silver Drum	0904004GD26	Omni-Channel Drum	C. ENGAGEMENT	Public & Community Relations	TOCAYOS	LePub	LePub Milan	Heineken	Italy
Silver Drum	0905005GD26	Omni-Channel Drum	C. ENGAGEMENT	Creative use of Media	COULD HAVE BEEN A HEINEKEN	LePub	LePub Milan	Heineken	Italy
Silver Drum	1001002GD26	Omni-Channel Drum	D. DIGITAL, MOBILE & TECHNOLOGY	Creative use of AI / AR, Data / Insight, Metaverse, NFT	HERE TO STAY	McCann	MCCANN POLAND, WARSAW	Mastercard	Poland
Silver Drum	1102005GD26	Omni-Channel Drum	E. HEALTH & WELLNESS	Branded & Unbranded Health Awareness	(SAVE A) LIFE INSURANCE	VML	VML ROMANIA	Generali	Romania
Silver Drum	1203008GD26	Omni-Channel Drum	F. SPORTS, POP CULTURE & ART	Entertainment	DRÖNJÖNS & DRAGAN – The Swedish Manual of Names That Sound Good	OGILVY	Ogilvy Milan	IKEA	Italy
Silver Drum	1301009GD26	Craft Drum	A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design)	Art Direction	Label created by the wine itself	INDEPENDENT AGENCY	Studio Sonda, Vizinada	Piquentum	Croatia
Silver Drum	1401003GD26	Craft Drum	B. MOTION CRAFT (Video / Moving images)	Direction	Invisible Meals	dentsu	Dentsu Creative, Prague	Czech Food Collection	Czech Republic
Silver Drum	1403003GD26	Craft Drum	B. MOTION CRAFT (Video / Moving images)	Cinematography	Invisible Meals	dentsu	Dentsu Creative, Prague	Czech Food Collection	Czech Republic
Silver Drum	1404004GD26	Craft Drum	B. MOTION CRAFT (Video / Moving images)	Production, Design / Art Direction	ABSOLUT® TABASCO™	INDEPENDENT AGENCY	Wieden + Kennedy London	Absolut Vodka	Sweden
Silver Drum	1502001GD26	Craft Drum	C. DIGITAL CRAFT	Motion Graphics Design & Animation	The Guide Who Never Sleeps	INDEPENDENT AGENCY	ISD Group (Kyiv, Ukraine)	United24	Ukraine
Silver Drum	1701001GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	TV & Other screens	The 33-year-long commercial	Havas	Havas Milan	TIM S.P.A.	Italy
Silver Drum	1703002GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	Print/Outdoor	COULD HAVE BEEN A HEINEKEN	LePub	LePub Milan	Heineken	Italy
Silver Drum	1703008GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	Print/Outdoor	The Most Ignored Sponsor	INDEPENDENT AGENCY	Punk Agency	Regina Maria	Romania
Silver Drum	1703009GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	Print/Outdoor	KitKat Break Billboards	VML	VML Czechia, Prague	KitKat	Czech Republic
Silver Drum	1706005GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	Social Platforms	Report to Reward	SERVICEPLAN	Mediaplus Austria	Geizhals Preisvergleich	Austria
Silver Drum	1801009GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Use of Creative Idea	The Scratching Ads	McCann	MCCANN SKOPJE	HALKBANK	North Macedonia
Silver Drum	1807001GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Influencer Campaign	Failing at the Finish	McCann	McCANN Riga	Mission Possible	Latvia
Silver Drum	1808001GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Digital Media Engagement	Report to Reward	SERVICEPLAN	Mediaplus Austria	Geizhals Preisvergleich	Austria
Silver Drum	1809003GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Non-Profit/Charity, NGO	How a non-profit fought the social media giants, armed with a bunch of t-shirts	INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland
Silver Drum	2001008GD26	Creative Business Excellence Drum	B. CREATIVE EFFECTIVENESS	Profit	The Scratching Ads	McCann	MCCANN SKOPJE	HALKBANK	North Macedonia
Silver Drum	2002002GD26	Creative Business Excellence Drum	B. CREATIVE EFFECTIVENESS	Non-profit	How a non-profit fought the social media giants, armed with a bunch of t-shirts	INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland
Silver Drum	2304001GD26	Creative Business Excellence Drum	E. ACTIVATION	Cross-Platform Activation	REAL LIFE PASSWORDS	McCann	McCann Bucharest	Mastercard	Romania
Silver Drum	2304003GD26	Creative Business Excellence Drum	E. ACTIVATION	Cross-Platform Activation	The Anti-loyalty Campaign	INDEPENDENT AGENCY	Wörks Oy Helsinki	Bauhaus	Finland
Silver Drum	27010GD26	All Juries	A. GENIUS LOCI/LOCAL SPIRIT		COLLABorators	INDEPENDENT AGENCY	MADE BY VACULIK, BRATISLAVA	Juraj Vaculik (Independent civic initiative)	Slovakia

Silver Drum	27019GD26	All Juries	A. GENIUS LOCI/LOCAL SPIRIT		The Support Patyr	OGILVY	Mega Media in affiliation with Ogilvy	Korzinka	Kazakhstan
Silver Drum	2801023GD26	All Juries	B. SOCIAL GOOD	Non-profit Social Good	How a non-profit fought the social media giants, armed with a bunch of t-shirts	INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland
Silver Drum	2802001GD26	All Juries	B. SOCIAL GOOD	Profit Social Good	DARK MODE ADS	LePub	LePub Milan	Eni Plenitude	Italy
Silver Drum	2802013GD26	All Juries	B. SOCIAL GOOD	Profit Social Good	unoriginal	Omnicom Advertising	MullenLowe Bucharest	Raiffeisen Bank	Romania
Silver Drum	30004GD26	All Juries	D. GAME CHANGER		DARK MODE ADS	LePub	LePub Milan	Eni Plenitude	Italy