

## GOLDEN DRUM 2025 – BRONZE DRUM

| ENTRY CODE              | SECTION                        | GROUP                                                                                         | CATEGORY                                                | ENTRY NAME                                  | BRAND                                                           | AGENCY NETWORK     | AGENCY                            | COUNTRY         | AWARD       | NOTE                          |
|-------------------------|--------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------------|--------------------|-----------------------------------|-----------------|-------------|-------------------------------|
| 0101021GD25             | One-Channel Drum               | A. FILM                                                                                       | TV/Cinema Film                                          | Made in Shade                               | HALKBANK                                                        | MCCANN WORLDGROUP  | MCCANN SKOPJE                     | North Macedonia | Bronze Drum |                               |
| 0101023GD25             | One-Channel Drum               | A. FILM                                                                                       | TV/Cinema Film                                          | Never Square                                | Toblerone                                                       | LePub Worldwide    | LePub, Milan                      | Italy           | Bronze Drum |                               |
| 0103001GD25             | One-Channel Drum               | A. FILM                                                                                       | Long Film                                               | Blind date                                  | Elenger                                                         | Leo                | Kontuur Leo Burnett Tallinn       | Estonia         | Bronze Drum |                               |
| 0301026GD25             | One-Channel Drum               | C. OUT OF HOME (OOH)                                                                          | Billboards                                              | Priceless Diagrams                          | Mastercard                                                      | MCCANN WORLDGROUP  | McCann Worldgroup Italy           | Italy           | Bronze Drum |                               |
| 0401009GD25             | One-Channel Drum               | D. AUDIO                                                                                      | Radio & Audio                                           | Take a break, stay awake                    | INA                                                             | OGILVY             | Imago Ogilvy                      | Croatia         | Bronze Drum |                               |
| 0502004GD25             | One-Channel Drum               | E. DIGITAL, MOBILE & TECHNOLOGY                                                               | Social Networking Solutions & Community Sites           | The SSE 500                                 | Alumni Association of the Stockholm School of Economics in Riga | MCCANN WORLDGROUP  | McCANN Riga                       | Latvia          | Bronze Drum |                               |
| 0602001GD25             | One-Channel Drum               | F. DESIGN                                                                                     | Business and Promotional Design                         | Half-full coffee donation                   | 1991 Charity Fund                                               | Leo                | Publicis Ukraine, Kyiv            | Ukraine         | Bronze Drum |                               |
| 0604005GD25             | One-Channel Drum               | F. DESIGN                                                                                     | Product Design                                          | The Flipper                                 | Heineken                                                        | LePub Worldwide    | LePub, Milan                      | Italy           | Bronze Drum |                               |
| 0701008GD25             | Omni-Channel Drum              | A. INTEGRATED                                                                                 | Profit                                                  | DOZZ                                        | DOZZ                                                            | INDEPENDENT AGENCY | AIN'T Milan                       | Italy           | Bronze Drum |                               |
| 0701022GD25             | Omni-Channel Drum              | A. INTEGRATED                                                                                 | Profit                                                  | Škoda SuperbOffice                          | Škoda                                                           | Leo                | Wiktor Leo Burnett, Bratislava    | Slovakia        | Bronze Drum |                               |
| 0801001GD25             | Omni-Channel Drum              | B. CONTENT                                                                                    | Films                                                   | Guao Guao                                   | Heineken                                                        | LePub Worldwide    | LePub, Milan                      | Italy           | Bronze Drum |                               |
| 0802006GD25             | Omni-Channel Drum              | B. CONTENT                                                                                    | Online & Mobile                                         | Stalker Challenge                           | Lithuanian Police                                               | INDEPENDENT AGENCY | Fabula Rud Pedersen Group Vilnius | Lithuania       | Bronze Drum |                               |
| 0803006GD25             | Omni-Channel Drum              | B. CONTENT                                                                                    | Live experience                                         | nature unplugged                            | Velingrad Mineral Water                                         | INDEPENDENT AGENCY | proof., Sofia                     | Bulgaria        | Bronze Drum |                               |
| 0807010GD25             | Omni-Channel Drum              | B. CONTENT                                                                                    | PR                                                      | SERVING TENNIS PASTA                        | LUBELLA                                                         | INDEPENDENT AGENCY | FEEDERS AGENCY WARSAW             | Poland          | Bronze Drum |                               |
| 0807015GD25             | Omni-Channel Drum              | B. CONTENT                                                                                    | PR                                                      | The First Exhibition                        | Audi                                                            | Dentsu             | Dentsu Creative Warsaw            | Poland          | Bronze Drum |                               |
| 0901011GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Direct                                                  | Pub Delivery                                | Heineken                                                        | LePub Worldwide    | LePub, Milan                      | Italy           | Bronze Drum |                               |
| 0901020GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Direct                                                  | Public Money ATM                            | Mastercard                                                      | MCCANN WORLDGROUP  | McCANN POLAND Warsaw              | Poland          | Bronze Drum |                               |
| 0903006GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Creative use of Technology                              | Public Money ATM                            | Mastercard                                                      | MCCANN WORLDGROUP  | McCANN POLAND Warsaw              | Poland          | Bronze Drum |                               |
| 0904016GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Public & Community Relations                            | PERIOD DRESS                                | Tesco Stores Slovakia                                           | OGILVY             | Istropolitana Ogilvy, Bratislava  | Slovakia        | Bronze Drum |                               |
| 0904019GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Public & Community Relations                            | Shop Your Fridge                            | Lidl                                                            | MCCANN WORLDGROUP  | MRM Romania                       | Romania         | Bronze Drum |                               |
| 0905002GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Creative use of Media                                   | GHOST TOWN                                  | CARREFOURSA                                                     | TBWA WORLDWIDE     | TBWA ISTANBUL                     | Turkey          | Bronze Drum |                               |
| 0906006GD25             | Omni-Channel Drum              | C. ENGAGEMENT                                                                                 | Real-time engagement                                    | SERVING TENNIS PASTA                        | LUBELLA                                                         | INDEPENDENT AGENCY | FEEDERS AGENCY WARSAW             | Poland          | Bronze Drum |                               |
| 1001003GD25             | Omni-Channel Drum              | D. DIGITAL, MOBILE & TECHNOLOGY                                                               | Creative use of AI / AR, Data / Insight, Metaverse, NFT | Take a break, stay awake                    | INA                                                             | OGILVY             | Imago Ogilvy                      | Croatia         | Bronze Drum |                               |
| 1201006GD25             | Omni-Channel Drum              | F. SPORTS, POP CULTURE & ART                                                                  | Sport                                                   | SERVING TENNIS PASTA                        | LUBELLA                                                         | INDEPENDENT AGENCY | FEEDERS AGENCY WARSAW             | Poland          | Bronze Drum |                               |
| 1204004GD25             | Omni-Channel Drum              | F. SPORTS, POP CULTURE & ART                                                                  | Art                                                     | The First Exhibition                        | Audi                                                            | Dentsu             | Dentsu Creative Warsaw            | Poland          | Bronze Drum |                               |
| 1302001GD25             | Craft Drum                     | A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design) | Illustration                                            | Fearless Donors                             | National Transplant Agency of Romania                           | INDEPENDENT AGENCY | AIN'T Milan                       | Italy           | Bronze Drum |                               |
| 1303007GD25-1303009GD25 | Craft Drum                     | A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design) | Photography                                             | KITKAT PHONE BREAK (series)                 | KitKat                                                          | VML                | VML Prague                        | Czech Republic  | Bronze Drum | Entry is awarded as a series. |
| 1304001GD25             | Craft Drum                     | A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design) | Typography                                              | The Metal Eye Test                          | Jack Daniel's                                                   | INDEPENDENT AGENCY | Next DC, Sofia                    | Bulgaria        | Bronze Drum |                               |
| 1305001GD25             | Craft Drum                     | A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design) | Copywriting                                             | Why drive when you can ride                 | Bolt                                                            | INDEPENDENT AGENCY | Bolt                              | Estonia         | Bronze Drum |                               |
| 1305002GD25             | Craft Drum                     | A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design) | Copywriting                                             | Why drive when you can ride                 | Bolt                                                            | INDEPENDENT AGENCY | Bolt                              | Estonia         | Bronze Drum |                               |
| 1401012GD25             | Craft Drum                     | B. MOTION CRAFT (Video / Moving images)                                                       | Direction                                               | Trapped in Routine                          | LinkedIn                                                        | INDEPENDENT AGENCY | Philipp und Keuntje GmbH          | Poland          | Bronze Drum |                               |
| 1403001GD25             | Craft Drum                     | B. MOTION CRAFT (Video / Moving images)                                                       | Cinematography                                          | 'The Latecomers (I'll meet you at midnight) | Protergia                                                       | INDEPENDENT AGENCY | The Newtons Laboratory SA         | Greece          | Bronze Drum |                               |
| 1406006GD25             | Craft Drum                     | B. MOTION CRAFT (Video / Moving images)                                                       | Sound, Design & Adapted Music                           | Trapped in Routine                          | LinkedIn                                                        | INDEPENDENT AGENCY | Philipp und Keuntje GmbH          | Poland          | Bronze Drum |                               |
| 1506003GD25             | Craft Drum                     | C. DIGITAL CRAFT                                                                              | Use of Creative Data & AI                               | Take a break, stay awake                    | INA                                                             | OGILVY             | Imago Ogilvy                      | Croatia         | Bronze Drum |                               |
| 1703001GD25             | Creative Media Excellence Drum | A. CREATIVE USE OF MEDIA                                                                      | Print/Outdoor                                           | Don't grill yourself, you're not a Whopper® | Burger King                                                     | INDEPENDENT AGENCY | Zaraguza CZ                       | Czech Republic  | Bronze Drum |                               |
| 1703002GD25             | Creative Media Excellence Drum | A. CREATIVE USE OF MEDIA                                                                      | Print/Outdoor                                           | Graduates of Cyberbullying                  | Telekom                                                         | SAATCHI & SAATCHI  | MUW Saatchi & Saatchi Bratislava  | Slovakia        | Bronze Drum |                               |
| 1703009GD25             | Creative Media Excellence Drum | A. CREATIVE USE OF MEDIA                                                                      | Print/Outdoor                                           | The Proximity Effect                        | Ronald McDonald House Charities                                 | Dentsu             | Dentsu Creative Helsinki          | Finland         | Bronze Drum |                               |
| 1706005GD25             | Creative Media Excellence Drum | A. CREATIVE USE OF MEDIA                                                                      | Social Platforms                                        | SHAKE HACK                                  | Hope asociation multiple sclerosis                              | OGILVY             | Istropolitana Ogilvy, Bratislava  | Slovakia        | Bronze Drum |                               |
| 1805002GD25             | Creative Media Excellence Drum | B. EXCELLENCE IN MEDIA                                                                        | Use of Technology                                       | Public Money ATM                            | Mastercard                                                      | MCCANN WORLDGROUP  | McCANN POLAND Warsaw              | Poland          | Bronze Drum |                               |

|             |                                   |                                   |                               |                                |                           |                    |                           |          |             |  |
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| 1806007GD25 | Creative Media Excellence Drum    | B. EXCELLENCE IN MEDIA            | Use of Low/Small Budget       | PromoStick                     | E-Zoo                     | Leo                | Leo Burnett Kyiv          | Ukraine  | Bronze Drum |  |
| 1806012GD25 | Creative Media Excellence Drum    | B. EXCELLENCE IN MEDIA            | Use of Low/Small Budget       | THE TINIEST ROOM               | Save the Children Romania | GOLIN              | Golin Romania             | Romania  | Bronze Drum |  |
| 1807002GD25 | Creative Media Excellence Drum    | B. EXCELLENCE IN MEDIA            | Influencer Campaign           | Csingisz' Pensioner Challenge  | K&H                       | VML                | VML Budapest              | Hungary  | Bronze Drum |  |
| 1808002GD25 | Creative Media Excellence Drum    | B. EXCELLENCE IN MEDIA            | Digital Media Engagement      | SERVING TENNIS PASTA           | LUBELLA                   | INDEPENDENT AGENCY | FEEDERS AGENCY WARSAW     | Poland   | Bronze Drum |  |
| 1904004GD25 | Creative Business Excellence Drum | A. BRAND BUILDING                 | Brand Strategy and Experience | Fixables                       | Philips                   | LePub Worldwide    | LePub, Milan              | Italy    | Bronze Drum |  |
| 22002GD25   | Creative Business Excellence Drum | D. SUSTAINABLE BUSINESS SOLUTIONS |                               | GHOST TOWN                     | CARREFOURSA               | TBWA WORLDWIDE     | TBWA ISTANBUL             | Turkey   | Bronze Drum |  |
| 2301003GD25 | Creative Business Excellence Drum | E. ACTIVATION                     | Technology-led Activation     | Fixables                       | Philips                   | LePub Worldwide    | LePub, Milan              | Italy    | Bronze Drum |  |
| 2305002GD25 | Creative Business Excellence Drum | E. ACTIVATION                     | Live Activation               | GHOST TOWN                     | CARREFOURSA               | TBWA WORLDWIDE     | TBWA ISTANBUL             | Turkey   | Bronze Drum |  |
| 2402002GD25 | Creative Business Excellence Drum | F. CONTENT                        | Real-Time Action Content      | THE LATE-NIGHT DM TO IKEA      | DUREX                     | MCCANN WORLDGROUP  | MCCANN ATHENS             | Greece   | Bronze Drum |  |
| 2502004GD25 | Creative Business Excellence Drum | G. INNOVATION                     | Product or Service Innovation | The Flipper                    | Heineken                  | LePub Worldwide    | LePub, Milan              | Italy    | Bronze Drum |  |
| 2503001GD25 | Creative Business Excellence Drum | G. INNOVATION                     | Innovative use of Technology  | Public Money ATM               | Mastercard                | MCCANN WORLDGROUP  | McCANN POLAND Warsaw      | Poland   | Bronze Drum |  |
| 2602002GD25 | Creative Business Excellence Drum | H. B2B                            | B2B Storytelling              | Starring Bars                  | Heineken                  | LePub Worldwide    | LePub, Milan              | Italy    | Bronze Drum |  |
| 27024GD25   | All Juries                        | A. GENIUS LOCI/LOCAL SPIRIT       |                               | The Slovak National Confession | Open Culture              | INDEPENDENT AGENCY | Mannschaft, Bratislava    | Slovakia | Bronze Drum |  |
| 27028GD25   | All Juries                        | A. GENIUS LOCI/LOCAL SPIRIT       |                               | WHO THE HELL IS ZDENO          | Kaufland Slovakia         | INDEPENDENT AGENCY | THIS IS LOCCO, Bratislava | Slovakia | Bronze Drum |  |
| 2801009GD25 | All Juries                        | B. SOCIAL GOOD                    | Non-profit Social Good        | Half-full coffee donation      | 1991 Charity Fund         | Leo                | Publicis Ukraine, Kyiv    | Ukraine  | Bronze Drum |  |
| 2802007GD25 | All Juries                        | B. SOCIAL GOOD                    | Profit Social Good            | GHOST TOWN                     | CARREFOURSA               | TBWA WORLDWIDE     | TBWA ISTANBUL             | Turkey   | Bronze Drum |  |