

GOLDEN DRUM 2025 – GOLDEN DRUM

| ENTRY CODE              | SECTION                           | GROUP                                         | CATEGORY                              | ENTRY NAME                        | BRAND                                 | AGENCY NETWORK     | AGENCY                                    | COUNTRY                | AWARD       | NOTE                          |
|-------------------------|-----------------------------------|-----------------------------------------------|---------------------------------------|-----------------------------------|---------------------------------------|--------------------|-------------------------------------------|------------------------|-------------|-------------------------------|
| 0101008GD25             | One-Channel Drum                  | A. FILM                                       | TV/Cinema Film                        | BUBBLES                           | Deutsche Telekom                      | SAATCHI & SAATCHI  | MUW Saatchi & Saatchi Bratislava          | Slovakia               | Golden Drum |                               |
| 0201001GD25-0201003GD25 | One-Channel Drum                  | B. PRINT                                      | Print & Publishing                    | KITKAT PHONE BREAK (series)       | KitKat                                | VML                | VML Prague                                | Czech Republic         | Golden Drum | Entry is awarded as a series. |
| 0301013GD25-0301015GD25 | One-Channel Drum                  | C. OUT OF HOME (OOH)                          | Billboards                            | KITKAT PHONE BREAK (series)       | KitKat                                | VML                | VML Prague                                | Czech Republic         | Golden Drum | Entry is awarded as a series. |
| 0302006GD25-0302008GD25 | One-Channel Drum                  | C. OUT OF HOME (OOH)                          | Posters                               | KITKAT PHONE BREAK (series)       | KitKat                                | VML                | VML Prague                                | Czech Republic         | Golden Drum | Entry is awarded as a series. |
| 0601005GD25             | One-Channel Drum                  | F. DESIGN                                     | Visual Identities                     | Minefields Honey: Designing Hope  | Kernel, Ministry of Foreign Affairs   | SAATCHI & SAATCHI  | Saatchi & Saatchi Ukraine                 | Ukraine                | Golden Drum |                               |
| 0701013GD25             | Omni-Channel Drum                 | A. INTEGRATED                                 | Profit                                | Minefields Honey: Harvesting Hope | Kernel, Ministry of Foreign Affairs   | SAATCHI & SAATCHI  | Saatchi & Saatchi Ukraine                 | Ukraine                | Golden Drum |                               |
| 0901004GD25             | Omni-Channel Drum                 | C. ENGAGEMENT                                 | Direct                                | Fixables                          | Philips                               | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 0904018GD25             | Omni-Channel Drum                 | C. ENGAGEMENT                                 | Public & Community Relations          | Pub Succession                    | Heineken                              | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 0905007GD25             | Omni-Channel Drum                 | C. ENGAGEMENT                                 | Creative use of Media                 | THE TINIEST ROOM                  | Save the Children Romania             | GOLIN              | Golin Romania                             | Romania                | Golden Drum |                               |
| 1103003GD25             | Omni-Channel Drum                 | E. HEALTH & WELLNESS                          | Non-profit Health Awareness           | Fearless Donors                   | National Transplant Agency of Romania | INDEPENDENT AGENCY | AIN'T Milan                               | Italy                  | Golden Drum |                               |
| 1204001GD25             | Omni-Channel Drum                 | F. SPORTS, POP CULTURE & ART                  | Art                                   | GHOST TOWN                        | CARREFOURSA                           | TBWA WORLDWIDE     | TBWA ISTANBUL                             | Turkey                 | Golden Drum |                               |
| 1402004GD25             | Craft Drum                        | B. MOTION CRAFT (Video / Moving images)       | Casting                               | Guao Guao                         | Heineken                              | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 1405002GD25             | Craft Drum                        | B. MOTION CRAFT (Video / Moving images)       | Original Music                        | Guao Guao                         | Heineken                              | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 1503001GD25             | Craft Drum                        | C. DIGITAL CRAFT                              | Music / Sound Design                  | Magnum Crack Hunt                 | Magnum                                | SAATCHI & SAATCHI  | Saatchi & Saatchi + The Geeks - Bucharest | Romania                | Golden Drum |                               |
| 1707003GD25             | Creative Media Excellence Drum    | A. CREATIVE USE OF MEDIA                      | Events                                | It's time to stop!                | Bingo                                 | INDEPENDENT AGENCY | Via Media, Sarajevo                       | Bosnia and Herzegovina | Golden Drum |                               |
| 1801009GD25             | Creative Media Excellence Drum    | B. EXCELLENCE IN MEDIA                        | Use of Creative Idea                  | The Stock Liquidation             | NETFLIX                               | MCCANN WORLDGROUP  | McCann Worldgroup Romania, Bucharest      | Romania                | Golden Drum |                               |
| 1809005GD25             | Creative Media Excellence Drum    | B. EXCELLENCE IN MEDIA                        | Non-Profit/Charity, NGO               | THE TINIEST ROOM                  | Save the Children Romania             | GOLIN              | Golin Romania                             | Romania                | Golden Drum |                               |
| 1901006GD25             | Creative Business Excellence Drum | A. BRAND BUILDING                             | Brand Introduction                    | THE WEDDING RICE                  | WIKIFARMER                            | MCCANN WORLDGROUP  | MCCANN ATHENS                             | Greece                 | Golden Drum |                               |
| 1904007GD25             | Creative Business Excellence Drum | A. BRAND BUILDING                             | Brand Strategy and Experience         | Pub Succession                    | Heineken                              | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 21003GD25               | Creative Business Excellence Drum | C. e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE |                                       | Minefields Honey: Harvesting Hope | Kernel, Ministry of Foreign Affairs   | SAATCHI & SAATCHI  | Saatchi & Saatchi Ukraine                 | Ukraine                | Golden Drum |                               |
| 21005GD25               | Creative Business Excellence Drum | C. e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE |                                       | THE WEDDING RICE                  | WIKIFARMER                            | MCCANN WORLDGROUP  | MCCANN ATHENS                             | Greece                 | Golden Drum |                               |
| 2402001GD25             | Creative Business Excellence Drum | F. CONTENT                                    | Real-Time Action Content              | SERVING TENNIS PASTA              | LUBELLA                               | INDEPENDENT AGENCY | FEEDERS AGENCY WARSAW                     | Poland                 | Golden Drum |                               |
| 2502003GD25             | Creative Business Excellence Drum | G. INNOVATION                                 | Product or Service Innovation         | Fixables                          | Philips                               | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 2607002GD25             | Creative Business Excellence Drum | H. B2B                                        | B2B Sustainability business solutions | THE WEDDING RICE                  | WIKIFARMER                            | MCCANN WORLDGROUP  | MCCANN ATHENS                             | Greece                 | Golden Drum |                               |
| 27019GD25               | All Juries                        | A. GENIUS LOCI/LOCAL SPIRIT                   |                                       | Recipe for Change                 | Arla Foods                            | MCCANN WORLDGROUP  | FP7 McCann Beirut                         | Lebanon                | Golden Drum |                               |
| 2802005GD25             | All Juries                        | B. SOCIAL GOOD                                | Profit Social Good                    | Fixables                          | Philips                               | LePub Worldwide    | LePub, Milan                              | Italy                  | Golden Drum |                               |
| 29007GD25               | All Juries                        | C. GAME CHANGER                               |                                       | Minefields Honey: Harvesting Hope | Kernel, Ministry of Foreign Affairs   | SAATCHI & SAATCHI  | Saatchi & Saatchi Ukraine                 | Ukraine                | Golden Drum |                               |