

GOLDEN DRUM 2026 – GOLDEN DRUM

AWARD	ENTRY CODE	SECTION	GROUP	CATEGORY	ENTRY NAME	SERIE NAME	SERIE PART	AGENCY_NETWORK	AGENCY NAME	BRAND NAME	COUNTRY	NOTE
Golden Drum	0101001GD26	One-Channel Drum	A. FILM	TV/Cinema Film	ABSOLUT® TABASCO™			INDEPENDENT AGENCY	Wieden + Kennedy London	Absolut Vodka	Sweden	
Golden Drum	0201010GD26	One-Channel Drum	B. PRINT	Print & Publishing	Sensitive Content Exposed	Sensitive Content Exposed	1/3	VML	VML Czechia, Prague	Médecins Sans Frontières	Czech Republic	Entry is awarded as a series.
Golden Drum	0201011GD26	One-Channel Drum	B. PRINT	Print & Publishing	Sensitive Content Exposed	Sensitive Content Exposed	2/3	VML	VML Czechia, Prague	Médecins Sans Frontières	Czech Republic	Entry is awarded as a series.
Golden Drum	0201012GD26	One-Channel Drum	B. PRINT	Print & Publishing	Sensitive Content Exposed	Sensitive Content Exposed	3/3	VML	VML Czechia, Prague	Médecins Sans Frontières	Czech Republic	Entry is awarded as a series.
Golden Drum	0304008GD26	One-Channel Drum	C. OUT OF HOME (OOH)	Ambient & Experiential	KitKat Break Billboards			VML	VML Czechia, Prague	KitKat	Czech Republic	
Golden Drum	0501002GD26	One-Channel Drum	E. DIGITAL, MOBILE & TECHNOLOGY	Communication and Corporate Websites	Non Disclosure Austria			SERVICEPLAN	Serviceplan Austria	Österreich Werbung / Austrian Tourism	Austria	
Golden Drum	0603002GD26	One-Channel Drum	F. DESIGN	Packaging Design	Label created by the wine itself			INDEPENDENT AGENCY	Studio Sonda, Vizinada	Piquentum	Croatia	
Golden Drum	0702008GD26	Omni-Channel Drum	A. INTEGRATED	Non - profit	The Healing Stage			SAATCHI & SAATCHI	Saatchi & Saatchi Ukraine	Armed Forces of Ukraine, Psychological center '4Help'	Ukraine	
Golden Drum	0801003GD26	Omni-Channel Drum	B. CONTENT	Films	Change My Mind			Leo Constellation	Leo Prague	Change My Mind	Czech Republic	
Golden Drum	0803008GD26	Omni-Channel Drum	B. CONTENT	Live experience	The Healing Stage			SAATCHI & SAATCHI	Saatchi & Saatchi Ukraine	Armed Forces of Ukraine, Psychological center '4Help'	Ukraine	
Golden Drum	0904012GD26	Omni-Channel Drum	C. ENGAGEMENT	Public & Community Relations	Change My Mind			Leo Constellation	Leo Prague	Change My Mind	Czech Republic	
Golden Drum	0904013GD26	Omni-Channel Drum	C. ENGAGEMENT	Public & Community Relations	The Healing Stage			SAATCHI & SAATCHI	Saatchi & Saatchi Ukraine	Armed Forces of Ukraine, Psychological center '4Help'	Ukraine	
Golden Drum	0905004GD26	Omni-Channel Drum	C. ENGAGEMENT	Creative use of Media	DARK MODE ADS			LePub	LePub Milan	Eni Plenitude	Italy	
Golden Drum	1002002GD26	Omni-Channel Drum	D. DIGITAL, MOBILE & TECHNOLOGY	Digital & Mobile Creativity	COULD HAVE BEEN A HEINEKEN			LePub	LePub Milan	Heineken	Italy	
Golden Drum	1103003GD26	Omni-Channel Drum	E. HEALTH & WELLNESS	Non-profit Health Awareness	The Healing Stage			SAATCHI & SAATCHI	Saatchi & Saatchi Ukraine	Armed Forces of Ukraine, Psychological center '4Help'	Ukraine	
Golden Drum	1305003GD26	Craft Drum	A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design)	Copywriting	Stella Good AF			INDEPENDENT AGENCY	AIN'T Milan	Stella Artois 0.0	Italy	
Golden Drum	1402003GD26	Craft Drum	B. MOTION CRAFT (Video / Moving images)	Casting	A Cry for Hydration			OGILVY	Imago Ogilvy, Zagreb	Studena	Croatia	
Golden Drum	1406003GD26	Craft Drum	B. MOTION CRAFT (Video / Moving images)	Sound, Design & Adapted Music	Invisible Meals			dentsu	Dentsu Creative, Prague	Czech Food Collection	Czech Republic	
Golden Drum	1704004GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	Ambient Media	The Scratching Ads			McCann	MCCANN SKOPJE	HALKBANK	North Macedonia	
Golden Drum	1706011GD26	Creative Media Excellence Drum	A. CREATIVE USE OF MEDIA	Social Platforms	How a non-profit fought the social media giants, armed with a bunch of t-shirts			INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland	
Golden Drum	1801002GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Use of Creative Idea	COULD HAVE BEEN A HEINEKEN			LePub	LePub Milan	Heineken	Italy	
Golden Drum	1801004GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Use of Creative Idea	How a non-profit fought the social media giants, armed with a bunch of t-shirts			INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland	
Golden Drum	1805002GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Use of Technology	DARK MODE ADS			LePub	LePub Milan	Eni Plenitude	Italy	
Golden Drum	1806006GD26	Creative Media Excellence Drum	B. EXCELLENCE IN MEDIA	Use of Low/Small Budget	How a non-profit fought the social media giants, armed with a bunch of t-shirts			INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland	
Golden Drum	1904007GD26	Creative Business Excellence Drum	A. BRAND BUILDING	Brand Strategy and Experience	THE PUB THAT REFUSED TO DIE			LePub	LePub Milan	Heineken	Italy	
Golden Drum	1904008GD26	Creative Business Excellence Drum	A. BRAND BUILDING	Brand Strategy and Experience	TOCAYOS			LePub	LePub Milan	Heineken	Italy	
Golden Drum	21005GD26	Creative Business Excellence Drum	C. e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE		How a non-profit fought the social media giants, armed with a bunch of t-shirts			INDEPENDENT AGENCY	hasan & partners, Helsinki	Naisten Linja	Finland	
Golden Drum	2401005GD26	Creative Business Excellence Drum	F. CONTENT	Storytelling & Experience	THE PUB THAT REFUSED TO DIE			LePub	LePub Milan	Heineken	Italy	
Golden Drum	2501001GD26	Creative Business Excellence Drum	G. INNOVATION	Communication and Media Innovation	DARK MODE ADS			LePub	LePub Milan	Eni Plenitude	Italy	
Golden Drum	26001GD26	Creative Business Excellence Drum	H. B2B		DARK MODE ADS			LePub	LePub Milan	Eni Plenitude	Italy	
Golden Drum	27009GD26	All Juries	A. GENIUS LOC/LOCAL SPIRIT		HERE TO STAY			McCann	MCCANN POLAND, WARSAW	Mastercard	Poland	
Golden Drum	27026GD26	All Juries	A. GENIUS LOC/LOCAL SPIRIT		The Healing Stage			SAATCHI & SAATCHI	Saatchi & Saatchi Ukraine	Armed Forces of Ukraine, Psychological center '4Help'	Ukraine	
Golden Drum	27030GD26	All Juries	A. GENIUS LOC/LOCAL SPIRIT		Taxes Protect			Havas	HAVAS DGTL KYIV	Dmytro Gerasymenya, Advisor to the Minister of Finance of Ukraine (Patronage Service)	Ukraine	

Golden Drum	2801018GD26	All Juries	B. SOCIAL GOOD	Non-profit Social Good	Before & After			dentsu	Dentsu Creative Italy, Milan	Oxfam	Italy	
Golden Drum	30002GD26	All Juries	D. GAME CHANGER		THE PUB THAT REFUSED TO DIE			LePub	LePub Milan	Heineken	Italy	
Golden Drum	30008GD26	All Juries	D. GAME CHANGER		The Period Uniform			SERVICEPLAN	SERVICEPLAN GERMANY	Somos Martina	Germany	