

GOLDEN DRUM 2026 – GRAND PRIX AND BEST OF

| AWARD                      | ENTRY CODE  | SECTION                           | GROUP                                   | CATEGORY                        | ENTRY NAME                                                                      | AGENCY_NETWORK      | AGENCY NAME                | BRAND NAME                                            | COUNTRY |
|----------------------------|-------------|-----------------------------------|-----------------------------------------|---------------------------------|---------------------------------------------------------------------------------|---------------------|----------------------------|-------------------------------------------------------|---------|
| Grand Prix                 | 0103008GD26 | One-Channel Drum                  | A. FILM                                 | Long Online film                | THE PUB THAT REFUSED TO DIE                                                     | LePub               | LePub Milan                | Heineken                                              | Italy   |
| Grand Prix                 | 0303005GD26 | One-Channel Drum                  | C. OUT OF HOME (OOH)                    | Digital screens                 | DARK MODE ADS                                                                   | LePub               | LePub Milan                | Eni Plenitude                                         | Italy   |
| Grand Prix                 | 0403001GD26 | One-Channel Drum                  | D. AUDIO                                | Creative use of Sound           | COULD HAVE BEEN A HEINEKEN                                                      | LePub               | LePub Milan                | Heineken                                              | Italy   |
| Grand Prix                 | 0602001GD26 | One-Channel Drum                  | F. DESIGN                               | Business and Promotional Design | Archie                                                                          | Omnicom Advertising | TBWA Istanbul              | McDonald's                                            | Turkey  |
| Grand Prix                 | 0701004GD26 | Omni-Channel Drum                 | A. INTEGRATED                           | Profit                          | COULD HAVE BEEN A HEINEKEN                                                      | LePub               | LePub Milan                | Heineken                                              | Italy   |
| Grand Prix                 | 0807001GD26 | Omni-Channel Drum                 | B. CONTENT                              | PR                              | THE PUB THAT REFUSED TO DIE                                                     | LePub               | LePub Milan                | Heineken                                              | Italy   |
| Grand Prix                 | 0901003GD26 | Omni-Channel Drum                 | C. ENGAGEMENT                           | Direct                          | THE PUB THAT REFUSED TO DIE                                                     | LePub               | LePub Milan                | Heineken                                              | Italy   |
| Grand Prix                 | 1401006GD26 | Craft Drum                        | B. MOTION CRAFT (Video / Moving images) | Direction                       | ABSOLUT® TABASCO™                                                               | INDEPENDENT AGENCY  | Wieden + Kennedy London    | Absolut Vodka                                         | Sweden  |
| Grand Prix                 | 22001GD26   | Creative Business Excellence Drum | D. SUSTAINABLE BUSINESS SOLUTIONS       |                                 | DARK MODE ADS                                                                   | LePub               | LePub Milan                | Eni Plenitude                                         | Italy   |
| Grand Prix                 | 2502001GD26 | Creative Business Excellence Drum | G. INNOVATION                           | Product or Service Innovation   | (SAVE A) LIFE INSURANCE                                                         | VML                 | VML ROMANIA                | Generali                                              | Romania |
| Best of Social Good        | 2801021GD26 | All Juries                        | B. SOCIAL GOOD                          | Non-profit Social Good          | The Healing Stage                                                               | SAATCHI & SAATCHI   | Saatchi & Saatchi Ukraine  | Armed Forces of Ukraine, Psychological center '4Help' | Ukraine |
| Best of Social Good        | 2802005GD26 | All Juries                        | B. SOCIAL GOOD                          | Profit Social Good              | HERE TO STAY                                                                    | McCann              | MCCANN POLAND, WARSAW      | Mastercard                                            | Poland  |
| UNFPA Inclusion Excellence | 29010GD26   | All Juries                        | C. UNFPA INCLUSION EXCELLENCE           |                                 | How a non-profit fought the social media giants, armed with a bunch of t-shirts | INDEPENDENT AGENCY  | hasan & partners, Helsinki | Naisten Linja                                         | Finland |
| Game Changer               | 30003GD26   | All Juries                        | D. GAME CHANGER                         |                                 | TOCAYOS                                                                         | LePub               | LePub Milan                | Heineken                                              | Italy   |