

## PUBLICIS ONE CEE BAGGED 25 AWARDS & AGENCY OF THE YEAR AT 23<sup>rd</sup> GOLDEN DRUM

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At the Golden Drum Grand Award Ceremony, that was held in Ljubljana recently, Publicis One offices in Central Eastern Europe was recognized with a total of 25 awards including four grand prix, twelve golden drum, and nine silver drum. With a total of an impressive 109 points, Publicis Romania was awarded the *Agency of the Year 23<sup>rd</sup> Golden Drum*. Under the special awards category, Saatchi & Saatchi Macedonia was awarded with the *Golden Drum Adriatic across the best piece and best practice categories which effectively makes them the Best Agency in the Adriatic region*; Saatchi & Saatchi Belgrade won the *Bronze Drum Adriatic in the Best Practice category*; and *Golden Watch Award* went to Vasilije Ćorluka, Executive Creative Director from Saatchi & Saatchi Macedonia Macedonia.

Agencies that contributed to Publicis One's awards haul at the 23<sup>rd</sup> Golden Drum include Publicis Romania, Saatchi & Saatchi Macedonia, Saatchi & Saatchi Belgrade, Saatchi & Saatchi Tbilisi, Saatchi & Saatchi Budapest, Fallon Prague and Wiktor Leo Burnett Slovakia.

In total, 15 Grand Prix, 42 Golden Drums and 72 Silver Drums were presented to the best works entered into the 23<sup>rd</sup> Golden Drum 2016. Established 23 years ago, the Golden Drum Advertising Festival of New Europe is one of the biggest advertising events in Europe, bringing together over 900 experts in the field of marketing, advertising, creatives, designers, young talents and students each year. Over the course of four days, the annual festival offers a vast array of quality program with many renowned and multi award-winning guest speakers and offers the biggest overview of creative advertising from the 37 countries. This annual event was held in Ljubljana, the Slovene capital, for the first time this year. More information at [www.goldendrum.com](http://www.goldendrum.com)

### FULL LIST OF PUBLICIS ONE WINS

#### Publicis Romania

Back Home Screens - Grand Prix

Bernie Speed Test - Grand Prix / 2 x Golden Drum / Silver Drum

Diodrama - Silver Drum

Green Endorsement - Finalist / Golden Drum

Mr. Bear Driver - Finalist / 2 x Golden Drum



Shop like a Jedi - Finalist / 3 x Silver Drum  
The Alternative Manual - Silver Drum

Saatchi&Saatchi Macedonia

Sea Hero Quest - Finalist / 3 Golden Drum / 2 Grand Prix

Saatchi & Saatchi Belgrade

The most important call in your life - Golden Drum / Silver Drum

Saatchi & Saatchi Tbilisi, Saatchi & Saatchi Budapest

Abused presenter - 3 x Golden Drum

Fallon Prague

Kodiaq name announcement TVC - Finalist

Our Yeti is Legendary. - Silver Drum

Wiktor Leo Burnett (Slovakia)

No more spills - Finalist

Underground Periscopes - Silver Drum

TOTAL: 4 Grand Prix , 12 Golden Drum, 9 Silver, 6 finalists,

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Contact: Karen Lim | M: +65 92722 359 | E: [karen.lim@publicisone.com](mailto:karen.lim@publicisone.com)

**About Publicis One**

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .