

23rd GOLDEN DRUM - GRAND PRIX AWARDS

GROUP	CATEGORY	ID	ENTRANT	ENTRY	ADVERTISER	COUNTRY	NOTE
A. Film	17. Online films	A_17_022_G16	hasan communications / hasan & partners	A tribute to the one and only Lemmy Kilmister	Valio	FINLAND	
B. Press	31. Corporate advertising	B_31_003_G16	Y&R Prague	Cancer	Forbes	CZECH REPUBLIC	Awarded as a series
		B_31_004_G16		Oceans			
		B_31_005_G16		Poverty			
		B_31_006_G16		Forests			
		B_31_007_G16		Animals			
C. OOH (Out of Home)	39. Automotive	C_39_006_G16	Demner, Merlicek & Bergmann	Animal Detecting Billboards	BMW Group Austria	AUSTRIA	
C. OOH (Out of Home)	41. Leisure, entertainment, culture & education	C_41_006_G16	Ogilvy Group Czech Republic	The Dying Poster	Art Movement	CZECH REPUBLIC	
D. Radio	60. Media	D_60_001_G16	McCann Worldgroup Romania	GO MONO	RADIO XXI	ROMANIA	
E. Direct	67. Flat direct mail and small print materials	E_67_006_G16	McCann Beograd	Lav Popcorn	Carlsberg Serbia	SERBIA	
F. Design	70. Visual identities	F_70_002_G16	Voskhod	Listen to me	Ural Music Night Festival	RUSSIA	
G. Digital	77. Websites & micro sites	G_77_015_G16	Imago Ogilvy	Wing of love	Jamnica	CROATIA	

H. Mobile	Mobile	H_009_G16	Saatchi&Saatchi Macedonia/Publicis One	Sea Hero Quest	Deutsche Telekom	MACEDONIA	
Q. Integrated	Integrated	Q_039_G16	McCann Beograd	Lav Popcorn	Carlsberg Serbia	SERBIA	
R. Activation programme	Activation programme	R_031_G16	Saatchi&Saatchi Macedonia/Publicis One	Sea Hero Quest	Deutsche Telekom	MACEDONIA	
S. Branded content	82. Films & TV shows	S_82_009_G16	McCANN Tel Aviv	IKEA Big Brother Unboxing	IKEA	ISRAEL	
T. Events	NO GRAND PRIX						
U. Public relations	95. Public engagement & participation	U_95_009_G16	Publicis Romania/Publicis One	Bernie Speed Test	ARCUB	ROMANIA	
V. Media	100. Best use of the medium	V_100_020_G16	Publicis Romania/Publicis One	Back Home Screens	OPPO, Global Electronics & Technology Service Provider	ROMANIA	
W. Capture (use) of local spirit	Capture (use) of local spirit	W_038_G16	Friends Moscow	Alive memory	Google Russia	RUSSIA	
X. New or innovative	NO GRAND PRIX						

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GROUP	CATEGORY	ID	ENTRANT	ENTRY	ADVERTISER	COUNTRY	NOTE
A. Film	14. Social & Charity	A_14_009_G16	TBWA\ISTANBUL	Gay Turtle	Amnesty International	TURKEY	
		A_14_007_G16	Y&R Prague	Windless	UNHCR	CZECH REPUBLIC	
		A_14_001_G16	Walk	I'm not asking to be a firefighter!	Foundation Integration	POLAND	
	17. Online films	A_02_002_G16	SodaStream	Heavy Bubbles	SodaStream	ISRAEL	
		A_17_007_G16	TutkovBudkov	OK GO — Upside Down & Inside Out	S7 Airlines	RUSSIA	
B. Press	29. Media	B_29_003_G16	Y&R Istanbul	Baba Radio - Wedding	Baba Radyo	TURKEY	Awarded as a series
		B_29_004_G16		Baba Radio - Football			
	32. Social & Charity	B_32_010_G16	Y&R Prague	Hang glider	UNHCR	CZECH REPUBLIC	Awarded as a series
		B_32_011_G16		Coal train			
C. OOH (Out of Home)	37. Furnishings & electronic equipment	C_37_002_G16	Grey Group Poland	Kallax Real Timer	IKEA Poland	POLAND	
	41. Leisure, entertainment, culture & education	C_41_002_G16	Voskhod	Listen to me	Ural Music Night Festival	RUSSIA	
	49. Non-standard	C_49_002_G16	Voskhod	Audible street	Ural Music Night	RUSSIA	

				art	Festival		
D. Radio	59. Communication products & services	D_59_001_G16	Voskhod	4G Radio	Motive Telecom	RUSSIA	
E. Direct	68. Multidimensional direct mail and small printed materials	E_68_010_G16	McCANN-ERICKSON PRAGUE spol. s r.o.	Bees Can Find Sugar Where You Least Expect It	Náš Grunt	CZECH REPUBLIC	
	69. Point of sale communication	C_49_015_G16	McCann Worldgroup Romania	GO MONO	RADIO XXI	ROMANIA	
		E_69_005_G16	McCann Worldgroup Romania	Bittersweet pies	Paul Romania	ROMANIA	
F. Design	75. Packaging design for mass produced goods and services	F_75_002_G16	Bruketa&Zinic OM d.o.o.	The label of a frugal man	Jako vino	CROATIA	
	76. Product design	F_76_008_G16	McCann Worldgroup Romania	Bittersweet pies	Paul Romania	ROMANIA	
G. Digital	77. Websites & micro sites	G_77_022_G16	Friends Moscow	Alive memory	Google Russia	RUSSIA	
		G_77_021_G16	Publicis Romania/Publicis One	Bernie Speed Test	ARCUB	ROMANIA	
	80. Games	G_80_006_G16	Publicis Romania/Publicis One	Mr. Bear Driver	The Automobile Club of Romania	ROMANIA	
		G_80_005_G16	Saatchi&Saatchi Macedonia/Publicis	Sea Hero Quest	Deutsche Telekom	MACEDONIA	

			One				
	81. Interactive tools and other digital solutions	G_81_007_G16	Leavingstone	100% Real Virtual Reality	Natakhtari Brewery (EFES Georgia)	GEORGIA	
H. Mobile	Mobile	H_014_G16	Publicis Romania/Publicis One	Mr. Bear Driver	The Automobile Club of Romania	ROMANIA	
		G_78_011_G16	hasan communications / hasan & partners	Finland Emojis	Ministry for Foreign Affairs of Finland	FINLAND	
		H_002_G16	Zaraguza	Fofola Keyboard	Kofola a.s.	SLOVAK REPUBLIC	
Q. Integrated	Integrated	Q_027_G16	Saatchi & Saatchi Belgrade/Publicis One	The most important call in your life	Hemofarm Foundation	SERBIA	
		Q_002_G16	Voskhod	Listen to me	Ural Music Night	RUSSIA	
R. Activation programme	Activation programme	R_063_G16	Publicis Romania/Publicis One	Green Endorsement	Plantam fapte bune in Romania NGO	ROMANIA	
		R_012_G16	Young and Rubicam FMS LLC, Mindshare Russia	LIKEABLE DISCOUNT	TrendsBrands.ru	RUSSIA	
S. Branded content	82. Films & TV shows	S_82_004_G16	Saatchi & Saatchi Tbilisi, Saatchi & Saatchi Budapest/Publicis One	Abused presenter	Rustavi 2	GEORGIA	
	86. Games	S_86_006_G16	Saatchi&Saatchi Macedonia/Publicis	Sea Hero Quest	Deutsche Telekom	MACEDONIA	

			One				
U. Public relations	95. Public engagement & participation	U_95_005_G16	hasan communications / hasan & partners	Finland Emojis	Ministry for Foreign Affairs of Finland	FINLAND	
	96. Social responsibility	U_96_008_G16	Y&R Prague	We Were The Refugees Once	UNHCR	CZECH REPUBLIC	
	97. Social commercial communication	U_97_006_G16	Saatchi & Saatchi Tbilisi, Saatchi & Saatchi Budapest/Publicis One	Abused Presenter	Rustavi 2	HUNGARY	
V. Media	99. Best media strategy	V_99_010_G16	McCann Worldgroup Romania	Bittersweet pies	Paul Romania	ROMANIA	
	100. Best use of the medium	V_100_022_G16	Demner, Merlicek & Bergmann	Animal Detecting Billboards	BMW Group Austria	AUSTRIA	
		V_100_008_G16	Saatchi & Saatchi Tbilisi, Saatchi & Saatchi Budapest/Publicis One	Abused Presenter	Rustavi 2	HUNGARY	
	102. Best use of integrated media	V_102_001_G16	Voskhod	Listen to me	Ural Music Night	RUSSIA	
W. Capture (use) of local spirit	Capture (use) of local spirit	W_041_G16	Publicis Romania/Publicis One	Bernie Speed Test	ARCUB	ROMANIA	
		W_033_G16	GMP Advertising	Romanians Adopt Remainians	MEDIAFAX	ROMANIA	

X. New or Innovative	New or innovative	X_031_G16	Demner, Merlicek & Bergmann	Animal Detecting Billboards	BMW Group Austria	AUSTRIA	
		X_019_G16	Saatchi&Saatchi Macedonia/Publicis One	Sea Hero Quest	Deutsche Telekom	MACEDONIA	
		X_005_G16	Voskhod	Listen to me	Ural Music Night	RUSSIA	

23rd GOLDEN DRUM - SILVER DRUM AWARDS

GROUP	CATEGORY	ID	ENTRANT	ENTRY	ADVERTISER	COUNTRY	NOTE
A. Film	03. Household maintenance	A_03_001_G16	ABK communications	Kids room paint	Caparol Georgia	GEORGIA	
	06. Automotive	A_06_003_G16	Fallon Prague/Publicis One	Our Yeti is Legendary.	ŠKODA Auto a.s.	CZECH REPUBLIC	
		A_06_006_G16	McCann Helsinki Oy	The Dress	Nokian Tyres	FINLAND	
	08. Leisure, entertainment, culture & education	A_08_010_G16	Electric Sheep Film	Parimatch Hockey EURO 2016	Parimatch	UKRAINE	
	09. Retail & public services	A_09_005_G16	Demner, Merlicek & Bergmann	Live XXXL sea	XXXLutz KG	AUSTRIA	Awarde as a
		A_09_006_G16		Live XXXL arctic			
		A_09_008_G16		Live XXXL cave			
12. Financial & business services	A_12_006_G16	Grayling	#WhereverYouAre - Gennady Khoruzhnii	PayPal	RUSSIA		
14. Social & Charity	A_14_002_G16	Havas Worldwide Helsinki	The Voice of Addiction	Cancer Society of Finland	FINLAND		

	17. Online films	A_17_006_G16	Hungry Boys	Hatepiano	TO420 animation and music studio	RUSSIA	
		A_17_008_G16	BBDO Russia Group	pUp syndrome	Mars	RUSSIA	
		A_17_014_G16	Mustard s.r.o.	European Bike Stealing Championship 2015	ŠKODA	CZECH REPUBLIC	
B. Press	19. Food	B_19_003_G16	New Moment New Ideas Company doo Skopje	Makes bitter sweeter 1	Evropa AD Skopje	MACEDONIA	Awarded as a series
		B_19_004_G16		Makes bitter sweeter 2			
	23. Health, beauty & fashion	B_23_013_G16	Grafis DDB	Doctor	Honnes	TURKEY	Awarded as a series
		B_23_014_G16		Nurse			
	24. Automotive	B_24_003_G16	Grey Group Poland	WI-FI ON BOARD	Volvo	POLAND	
	25. Transport, travel & tourism	B_25_001_G16	Tribal Worldwide Istanbul	Onur Air - Line - Istanbul	Onur Air	TURKEY	
	28. Communication products & services	B_28_001_G16	Y&R Team Red Istanbul	Vodafone Coverage - Mountain	Vodafone	TURKEY	
29. Media	B_29_001_G16	CONCEPT	Hotel Budapest	Digiturk	TURKEY		
C. OOH (Out of Home)	35. Drinks	C_35_002_G16	Leavingstone	100% Real Virtual Reality	Natakhtari Brewery (EFES Georgia)	GEORGIA	
	40. Transport, travel & tourism	C_40_001_G16	Wiktor Leo Burnett/Publicis One	Undeground Periscopes	Slovak Caves Administration	SLOVAK REPUBLIC	
		C_40_002_G16	Serviceplan Austria GmbH	SaveMe	Ötztal Tourismus	AUSTRIA	
	41. Leisure, entertainment,	C_41_010_G16	Publicis Romania/Publicis One	Diodrama	Grigore Antipa National Museum	ROMANIA	

	culture & education				of Natural History & WWF Romania (World Wide Fund for Nature)		
	42. Retail & public services	C_42_004_G16	Instinct (BBDO Group)	Instead of Cafe	IKEA	RUSSIA	
	43. Communication products & services	C_43_002_G16	Voskhod	4G Radio	Motive Telecom	RUSSIA	
	46. Corporate advertising	C_46_001_G16	Tribal Worldwide Istanbul	Vodafone Arena - The Legendary Safety Signs	Vodafone Turkey	TURKEY	
	47. Social & Charity	C_47_005_G16	TBWA\ISTANBUL	The Sea Cemetery	Support to Life	TURKEY	
	49. Non-standard	C_49_003_G16	Young & Rubicam Budapest	Homeless Objects	Hungarian Red Cross	HUNGARY	
		C_49_004_G16	MEC Hungary	Your ride is your story	Mercedes-Benz, Magyar Telekom, Nestlé, Erste Bank, SAB Miller	HUNGARY	
		C_49_010_G16	Publicis Romania/Publicis One	Shop like a Jedi	Carrefour Romania	ROMANIA	
		C_49_017_G16	McCann Worldgroup Romania	Bittersweet pies	Paul Romania	ROMANIA	
D. Radio	51. Drinks	D_51_001_G16	LUNA\TBWA	Laško Beer forecast	Pivovarna Laško Union d.o.o.	SLOVENIA	
	55. Automotive	D_55_002_G16	Demner, Merlicek & Bergmann	Office Birthday Party	BMW Group Austria	AUSTRIA	Awarded as a
D_55_003_G16		First day at work					

		D_55_004_G16		On the way home			series
E. Direct	66. Publications	E_66_002_G16	Publicis Romania/Publicis One	The Alternative Manual	Automobile Dacia	ROMANIA	
	69. Point of sale communication	E_69_002_G16	Leo Burnett Moscow	The Hidden Car Crash Wine Label	Uber	RUSSIA	
F. Design	70. Visual identities	F_70_008_G16	Walk With David	Ceviche Restaurant Brand Identity	Ceviche	POLAND	
	74. Packaging design - custom made	F_74_002_G16	Studio Sonda	Piquentum St Vital 2014	Vinski podrum Buzet	CROATIA	
	76. Product design	F_76_004_G16	Serviceplan Austria GmbH	SaveMe	Ötztal Tourismus	AUSTRIA	
G. Digital	77. Websites & micro sites	G_77_011_G16	Ailove	In Space We Trust	Roscosmos	RUSSIA	
		G_77_014_G16	GMP Advertising	RomaniansAdoptRemainians.eu	MEDIAFAX	ROMANIA	
	78. Social network & community	G_78_016_G16	DDB Latvia	Single Socks	Samsung Electronics Baltics	LATVIA	
	79. Banners and off-site advertising	G_79_002_G16	Huta 19	Pražubr takes on a journey to Prainternet	Kompania Piwowarska S.A.	POLAND	
	81. Interactive tools and other digital solutions	G_81_005_G16	Young & Rubicam Budapest	Get Me There	Skyscanner	HUNGARY	
		G_81_017_G16	Demner, Merlicek & Bergmann	Animal Detecting Billboards	BMW Group Austria	AUSTRIA	
H. Mobile	Mobile	H_016_G16	McCann Beograd	ARt, the largest virtual art exhibition of all times	Museum of Contemporary Art Belgrade	SERBIA	
		H_017_G16	Publicis Russia	Little Big Show	Garnier	RUSSIA	

R. Activation programme	Activation programme	R_004_G16	BBDO Russia Group	pUp syndrome	Mars	RUSSIA	
		R_038_G16	McCANN-ERICKSON PRAGUE spol. s r.o.	Bees Can Find Sugar Where You Least Expect It	Náš Grunt	CZECH REPUBLIC	
		R_047_G16	Publicis Romania/Publicis One	Shop like a Jedi	Carrefour Romania	ROMANIA	
		R_055_G16	McCann Worldgroup Romania	Bittersweet pies	Paul Romania	ROMANIA	
		U_98_004_G16	Leavingstone	100% Real Virtual Reality	Natakhtari Brewery (EFES Georgia)	GEORGIA	
S. Branded content	82. Films & TV shows	S_82_001_G16	TutkovBudkov	OK GO — Upside Down & Inside Out	S7 Airlines	RUSSIA	
		Q_015_G16	Y&R Prague	We Were The Refugees Once	UNHCR	CZECH REPUBLIC	
	83. Online & mobile	S_83_002_G16	Young & Rubicam Budapest	Every Day a Play	Katona Jozsef Theater	HUNGARY	
		S_83_007_G16	Publicis Russia	Little Big Show	Garnier	RUSSIA	
		S_83_014_G16	Publicis Romania/Publicis One	Bernie Speed Test	ARCUB	ROMANIA	
		S_83_017_G16	Friends Moscow	Alive memory	Google Russia	RUSSIA	
	84. Live experience	S_84_002_G16	Voskhod	Audible street art	Ural Music Night	RUSSIA	
85. Native advertising, brand integration, sponsorships & co-promotions	S_85_010_G16	McCann Beograd	Art, the largest virtual art exhibition of all times	Museum of Contemporary Art Belgrade	SERBIA		
T. Events	88.	T_88_016_G16	Instinct (BBDO Group)	Instead of Cafe	IKEA	RUSSIA	

	Brand/Product/Service promotion events						
	89. Social and charity events	T_89_008_G16	New Moment New Ideas Company	Run For Peace	Nike Running Club, Sport Time	SERBIA	
U. Public relations	96. Social responsibility	U_96_001_G16	Walk	I'm not asking to be a firefighter!	Foundation Integration	POLAND	
		U_96_011_G16	Saatchi & Saatchi Belgrade/Publicis One	The most important call in your life	Hemofarm Foundation	SERBIA	
	98. Unconventional communication	U_98_005_G16	TBWA\ISTANBUL	Gay turtle	Amnesty International	TURKEY	
		U_98_009_G16	Grey Group Poland	Life After Death	Polish Red Cross	POLAND	
		U_98_011_G16	Isobar Budapest	Unbeatable Tricks	Unicef National Committee Hungary	HUNGARY	
V. Media	99. Best media strategy	V_99_008_G16	DDB Prague	When You've Had Enough	McDonald's Czech Republic	CZECH REPUBLIC	
	100. Best use of the medium	V_100_019_G16	Publicis Romania/Publicis One	Shop like a Jedi	Carrefour Romania	ROMANIA	
		V_100_024_G16	McCann Worldgroup Romania	GO MONO	RADIO XXI	ROMANIA	
	101. Best use of media platform	V_101_004_G16	Y&R Prague	Playlists For Life	Doctors Without Borders	CZECH REPUBLIC	
		X_032_G16	Instinct (BBDO Group)	THE IKEA BUTTON	IKEA	RUSSIA	
W. Capture (use) of local spirit	Capture (use) of local spirit	W_020_G16	BBDO Ukraine	Stop Playing Balls	Nemiroff	UKRAINE	
		W_037_G16	McCann Erickson Budapest	The Vagina Experiment	Walmart	HUNGARY	
X. New or	New or innovative	X_004_G16	TutkovBudkov	OK GO — Upside Down	S7 Airlines	RUSSIA	

Innovative				& Inside Out			
		X_023_G16	McCANN-ERICKSON PRAGUE spol. s r.o.	Bees Can Find Sugar Where You Least Expect It	Náš Grunt	CZECH REPUBLIC	