Golden Drum Winners: Single Channel, Groups A-H

**(EMBARGO UNTIL 6 OCTOBER 2011, 22.30 GMT+1)**

**Group A. Film (television, cinema & online)**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| A01012G11 | Father's hands | ADVENTA LOWE |   | Nestle | UKRAINE | LOWE | Golden Drum |   |
| A02025G11 | Drink School | KING HELSINKI | Oy Hartwall Ab | Atta Drinkero | FINLAND | Independent agency | Silver Drum |   |
| A02026G11 | Milkshake | KING HELSINKI | Oy Hartwall Ab | Atta Drinkero | FINLAND | Independent agency | (series) |   |
| A03001G11 | Colon 101 | EURO RSCG ISRAEL | Reckitt Benckiser | Colon 101 | ISRAEL | EURO RSCG | Golden Drum |   |
| A04002G11 | StroyMaster Mosquito | BBDO RUSSIA GROUP |   | StroyMaster | RUSSIA | BBDO | Silver Drum |   |
| A08006G11 | Double Life | TBWA\PHS HELSINKI | CFP-E | Yound Director Award | FINLAND | TBWA | Silver Drum |   |
| A09007G11 | Light | DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH | XXXLutz/ Moemax Furniture Store | Moemax Furniture Store | AUSTRIA | Independent agency | Golden Drum |   |
| A10016G11 | O2 New Paths | VCCP | Telefonica Germany | O2 | CZECH REPUBLIC | Chime Communications Plc | Silver Drum |   |
| A11001G11 | Jealousy | NEXT ADVERTISING SRL | Iqads.ro | Iqads.ro | ROMANIA | Independent agency | Golden Drum |   |
| A12016G11 | Surprise | OGILVY & MATHER UKRAINE |   | Bank Forum | UKRAINE | OGILVY | Golden Drum | Grand Prix |
| A12017G11 | Passion | OGILVY & MATHER UKRAINE |   | Bank Forum | UKRAINE | OGILVY | (series) | (series) |
| A13001G11 | Vacancy 1  | INSTINCT |   | Instinct | RUSSIA | BBDO | Silver Drum |   |
| A14007G11 | Voice for a child | EURO RSCG HELSINKI | Lasinen Lapsuus / The Fragile Chilhood organization | Lasinen Lapsuus / The Fragile Chilhood organization | FINLAND | EURO RSCG | Silver Drum |   |
| A15006G11 | Sir, do you understand me? | NEW MOMENT NEW IDEAS COMPANY SKOPJE | One | Boom TV | MACEDONIA | YOUNG & RUBICAM | Silver Drum |   |
| A16004G11 | Facebook: Unfriend Coal | SAVAGE |   | Greenpeace international | CZECH REPUBLIC | Independent agency | Golden Drum |   |
| A16005G11 | Year Zero / OFFF Barcelona 2011 | SAVAGE | OFFF Festival Barcelona 2011 | OFFF Festival Barcelona 2011 | CZECH REPUBLIC | Independent agency | Golden Drum |   |
| A16011G11 | Hans in the hood | SEK & GREY OY | Lidl | Lidl freeway Cola | FINLAND | GREY | Silver Drum |   |

**Group B. Press**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| B18012G11 | Design Classics | DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH | Rewe group Austria, Ja! Natürlich Naturprodukte GmbH | Ja! Natürlich Naturprodukte GmbH | AUSTRIA | Independent agency | Silver Drum |   |
| B18029G11 | Shark | GITAM BBDO LTD. | Wrigley | Wrigley | ISRAEL | BBDO | Silver Drum |   |
| B18030G11 | Ninja | GITAM BBDO LTD. | Wrigley | Wrigley | ISRAEL | BBDO | (series) |   |
| B18031G11 | Basketball  | GITAM BBDO LTD. | Wrigley | Wrigley | ISRAEL | BBDO | (series) |   |
| B19011G11 | Stalinclaus | OGILVY PRAGUE |   | Amundsen Vodka | CZECH REPUBLIC | OGILVY | Golden Drum  |   |
| B19016G11 | Bar | KASPEN / JUNG V. MATT | Budejovicky Budvar, national corporation | Budweiser Budvar Non Alcoholic | CZECH REPUBLIC | Independent agency | Silver Drum |   |
| B20014G11 | Break-In | OGILVY GROUP HUNGARY ZRT. | Modern Alarm | Modern Alarm | HUNGARY | OGILVY | Silver Drum |   |
| B20021G11 | Shape 1 | LEO BURNETT SP. Z O.O. | Procter & Gamble | Dreft | POLAND | LEO BURNETT | Silver Drum |   |
| B20022G11 | Shape 2 | LEO BURNETT SP. Z O.O. | Procter & Gamble | Dreft | POLAND | LEO BURNETT | (series) |   |
| B20025G11 | Map 2 | LEO BURNETT SP. Z O.O. | Procter & Gamble | Bonux | POLAND | LEO BURNETT | Silver Drum |   |
| B20027G11 | Color 1 | LEO BURNETT SP. Z O.O. | Procter & Gamble | Dreft | POLAND | LEO BURNETT | Golden Drum | Grand Prix |
| B20028G11 | Color 2 | LEO BURNETT SP. Z O.O. | Procter & Gamble | Dreft | POLAND | LEO BURNETT | (series) | (series) |
| B20029G11 | Color 3 | LEO BURNETT SP. Z O.O. | Procter & Gamble | Dreft | POLAND | LEO BURNETT | (series) | (series) |
| B21012G11 | Apollo 13 Success | DDB&CO. | Dank second hand furniture store | Dank | TURKEY | DDB | Golden Drum |   |
| B21013G11 | Berlin Wall | DDB&CO. | Dank second hand furniture store | Dank  | TURKEY | DDB | (series) |   |
| B21014G11 | Obama Adresses | DDB&CO. | Dank second hand furniture store | Dank | TURKEY | DDB | (series) |   |
| B23018G11 | Cube | DDB BUDAPEST | Porsche Hungaria | Volkswagen | HUNGARY | DDB | Silver Drum |   |
| B25025G11 | ADC UA We are not your mother 1 | LEO BURNETT UKRAINE |   | Art Directors Club Ukraine | UKRAINE | LEO BURNETT | Golden Drum |   |
| B25026G11 | ADC UA We are not your mother 2 | LEO BURNETT UKRAINE |   | Art Directors Club Ukraine  | UKRAINE | LEO BURNETT | (series) |   |
| B25027G11 | ADC UA We are not your mother 3  | LEO BURNETT UKRAINE |   | Art Directors Club Ukraine  | UKRAINE | LEO BURNETT | (series) |   |

**Group B. Press**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| B25028G11 | ADC UA We are not your mother 4  | LEO BURNETT UKRAINE |   | Art Directors Club Ukraine  | UKRAINE | LEO BURNETT | (series) |   |
| B25029G11 | ADC UA We are not your mother 5 | LEO BURNETT UKRAINE |   | Art Directors Club Ukraine  | UKRAINE | LEO BURNETT | (series) |   |
| B28024G11 | Obama | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | Silver Drum |   |
| B28025G11 | Merkel | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | (series) |   |
| B28026G11 | Putin | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | (series) |   |
| B28027G11 | Sarkozy | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | (series) |   |
| B29017G11 | Hysteria | OGILVY & MATHER UKRAINE |   | Bank Forum | UKRAINE | OGILVY | Silver Drum |   |

**Group C. Outdoor**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| C32015G11 | Fresh Breath Snow Cannon | PKP BBDO WERBEAGENTUR GMBH | Wrigley Austria | Wrigley | AUSTRIA | BBDO | Silver Drum |   |
| C33014G11 | Stalinclaus | OGILVY PRAGUE |   | Amundsen Vodka | CZECH REPUBLIC | OGILVY | Golden Drum |   |
| C35001G11 | Apollo 13 Success | DDB&CO. | Dank second hand furniture store | Dank | TURKEY | DDB | Silver Drum |   |
| C35002G11 | Berlin Wall | DDB&CO. | Dank second hand furniture store | Dank | TURKEY | DDB | (series) |   |
| C35003G11 | Obama Adresses | DDB&CO. | Dank second hand furniture store | Dank | TURKEY | DDB | (series) |   |
| C39011G11 | Double Life | TBWA\PHS HELSINKI | CFP-E | Young Director Award by CFP-E/SHOTS | FINLAND | TBWA | Silver Drum |   |
| C39020G11 | ADC UA We are not your mother 1 | LEO BURNETT UKRAINE |   | Art Directors Club Ukraine  | UKRAINE | LEO BURNETT | Silver Drum |   |
| C39038G11 | Disappeared | WIEN NORD WERBEAGENTUR GMBH | Johannes Wegenstein | This Human World | AUSTRIA | Independent agency | Silver Drum |   |
| C39044G11 | The Smallest Campaign | OGILVY & MATHER GMBH | Reed Messe Wien | Vienna Model Makers Fair | AUSTRIA | OGILVY | Golden Drum |   |
| C42008G11 | Obama | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | Silver Drum |   |
| C42009G11 | Merkel | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | (series) |   |
| C42010G11 | Putin | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | (series) |   |

**Group C. Outdoor**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| C42011G11 | Sarkozy | DDB&CO. | CNN Turk | CNN Turk | TURKEY | DDB | (series) |   |
| C43013G11 | Hysteria | OGILVY & MATHER UKRAINE |   | Bank Forum | UKRAINE | OGILVY | Silver Drum |   |
| C44001G11 | All The Names In The Country Share The Logo | SHALMOR AVNON AMICHAY / Y&R INTERACTIVE TEL AVIV |   | Strauss | ISRAEL | YOUNG & RUBICAM | Golden Drum | Grand Prix |

**D. Radio**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| D55002G11 | Gugl-Paris | DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH | Mobilkom Austria AG/ bob  | bob | AUSTRIA | Independent agency | Golden Drum | Grand Prix |
| D56001G11 | The Appartment | TBWA\PHS HELSINKI | Radio Nova | Morning Show | FINLAND | TBWA | Silver Drum |   |
| D59002G11 | Aids Task Force - The "Get Tested" Project | SHALMOR AVNON AMICHAY / Y&R INTERACTIVE TEL AVIV |   | Aids Task Force | ISRAEL | YOUNG & RUBICAM | Silver Drum |   |

**E. Direct communication**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| E62016G11 | Books Fresheners | VOSKHOD |   | 100 000 Books | RUSSIA | Independent agency | Golden Drum | Grand Prix |
| E63001G11 | What a person can miss, a machine will find. POS. | EURO RSCG WARSAW | Amazonki - Stowarzyszenie Warszawa Centrum | Amazonki - Stowarzyszenie Warszawa Centrum | POLAND | EURO RSCG | Golden Drum |   |
| E64004G11 | The Wood Edition | OGILVY & MATHER GMBH |   | The Wood Edition | AUSTRIA | OGILVY | Silver Drum |   |

**F. Corporate & brand materials**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| F66015G11 | Fruit Invaders | NEW MOMENT NEW IDEAS COMPANY SKOPJE | Vivaks | Package design | MACEDONIA | YOUNG & RUBICAM | Golden Drum |   |
| F68004G11 | A 365 nights a year calendar | GREY WORLDWIDE WARSZAWA SP. Z O.O. | Taboo Condoms | Taboo Condoms | POLAND | GREY | Golden Drum | Grand Prix |

**G. Digital**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| G71003G11 | iPad | DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH | VGT (Association Combating Animal Factories) | VGT (Association Combating Animal Factories) | AUSTRIA | Independent agency | Golden Drum |   |
| G72008G11 | Who needs another Facebook friend | PUBLICIS D.O.O. | Shelters for abandoned animals Gmajnice | Shelters for abandoned animals | SLOVENIJA | PUBLICIS | Silver Drum |   |
| G72016G11 | Facebook's First Theatre Play | PROPAGANDA CREATIVE SERVICES SRL |   | Undercloud | ROMANIA | Independent agency | Golden Drum |   |
| G73004G11 | Show URLove | MCCANN ERICKSON ISRAEL | Cellcom | Cellcom | ISRAEL | McCANN ERICKSON | Silver Drum |   |
| G73012G11 | Japan recovery banner | SCHOLZ & FRIENDS WARSZAWA SP. Z O.O. | Polish Humanitarian Action | Polish Humanitarian Action | POLAND | SCHOLZ & FRIENDS | Golden Drum |   |
| G75005G11 | Google Analytics as our Media | TRIAD ADVERTISING | Riesenia.com | Analytics.sk | SLOVAK REPUBLIC | Independent agency | Golden Drum | Grand Prix |
| G75017G11 | Death Revealer | LEO BURNETT RUSSIA | The Village | The Village | RUSSIA | LEO BURNETT | Silver Drum |   |

**H. New or innovative**

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| **Entry code** | **Entry title**  | **Agency** | **Advertiser/client** | **Brand name** | **Country** | **Agency network** | **Award** | **Grand Prix** |
| H002G11 | The greenest leaflet campaign in the world | AKCIÓ 360 REKLÁMÜGYNÖKSÉG KFT. | WWF Hungary | WWF | HUNGARY | Independent agency | Golden Drum |   |
| H016G11 | What a person can miss, a machine wil find. | EURO RSCG WARSAW | Amazonki - Stowarzyszenie Warszawa Centrum | Amazonki - Stowarzyszenie Warszawa Centrum | POLAND | EURO RSCG | Golden Drum | Grand Prix |
| H025G11 | Good ideas glow in the dark | BRUKETA & ŽINIĆ O.M. | Adris group | Adris group | CROATIA | Independent agency | Silver Drum |   |
| H035G11 | Show URLove | MCCANN ERICKSON ISRAEL | Cellcom | Cellcom | ISRAEL | McCANN ERICKSON | Silver Drum |   |
| H043G11 | Books Fresheners | VOSKHOD |   | 100 000 Books | RUSSIA | Independent agency | Golden Drum |   |
| H046G11 | iPad | DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH | VGT (Association Combating Animal Factories) | VGT (Association Combating Animal Factories) | AUSTRIA | Independent agency | Golden Drum |   |
| H072G11 | Light | DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH | XXXLutz/ Moemax Furniture Store | Moemax Furniture Store | AUSTRIA | Independent agency | Silver Drum |   |
| H082G11 | The Smallest Campaign | OGILVY & MATHER GMBH |   | Model Makers Fair | AUSTRIA | OGILVY | Silver Drum |   |