*PRESS RELEASE*

*26th Golden Drum*

*18 October, 2019*

**The 26th Golden Drum Festival Award Winners are known!**

**The recipient of the Golden Net award and therefore the most successful agency network at the Festival is, for the fourth year in a row, McCann Worldgroup. Golden Rose for the best advertising agency went in hands of Publicis Italy in Milan, and the best independent advertising agency, awarded with the Golden Dragon Award, became SOK Media from Helsinki.**

Golden Drum's WHAT and WHY Competition Section announced the winners of this year's Golden Drum Festival at the Grand Award Ceremony.

**The best of WHAT** went to Diesel’s campaign ***Hate Couture*** solution entered in group E. Digital & mobile by **Publicis Italy**. Recognised as **The best of WHY** as well as **The best of Good**, was the entry from group Z. Social good, ***ThisAbles*** from **McCann TLV** for IKEA. The work brought their Creative Directors **Eldad Weinberger, Nadav Pressman, Sigal Abudy and Adrian Botan**, the title of **Creative Director of the year’s Golden Watch Award**. The **Brand Grand Prix** went in hands of **IKEA**. The **Golden Drum Adriatic**, brought by Telemach, went to **McCann Beograd**’s campaign ***I (dis)own my child***. The campaign was **awarded also with the new, The best of Genius Loci Award**.

In total, 62 Silver Drum, 37 Golden Drum and 9 Grand Prix awards were presented to the best works entered this year.

**The Young Drummers Competition** offered, together with the Slovenian Tourist Board, an opportunity to creatives younger than 30 years with a brief titled “Slovenia, land of clean and healthy waters.” where the Jury was most convinced by ***Mythical Water-Creatures*, created by Austrian Christina Pribitzer.**

With the Golden Drum Grand Award Ceremony and Golden Drum Grand finale, the 26th Golden Drum Festival, which this year to Portorož brought around 1000 visitors, is being successfully concluded.

**See the winners:** [**https://goldendrum.com/showcase**](https://goldendrum.com/showcase)

More about the Golden Drum Festival at [**www.goldendrum.com**](http://www.goldendrum.com)

Media materials for download at [**https://goldendrum.com/press/media-materials**](https://goldendrum.com/press/media-materials/)

**Additional information**

Kristina Bogataj

Golden Drum Festival Communications Director

E: [kristina.bogataj@goldendrum.com](mailto:kristina.bogataj@goldendrum.com)

M: 00 386 40 898 090

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**About Golden Drum**

The Golden Drum Festival was born in 1993 with a simple idea of bringing together creatives from different, back then often defined as New European countries. The Festival celebrates genius loci, the spirit of the place, as well as overall excellence of creativity. It wants to inspire and empower creative thinking and action for positive change in many different ways, shining a light on it through its competition and congress program. With the slogan Creativity 4 Change Golden Drum is turning the focus to advertising for the better of tomorrow. The Golden Drum Festival was chosen as one of the eight regional award shows included into WARC Rankings.

**About MSL**

MSL is Publicis Groupe’s public relations and integrated communications network – one of the world’s largest. It provides strategic counsel and creative thinking while championing its clients’ interests through fearless and insightful campaigns that engage multiple perspectives and holistic thinking to build influence and deliver impact. With more than 3,100 people across more than 107 offices worldwide, MSL is one of the largest PR networks in Europe and also the fastest growing network in China and India.