

Publicis One & MSLGROUP to support Golden Drum as the Exclusive PR Agency Network Partner for the second consecutive year

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Following a successful collaboration last year, Publicis One and MSLGROUP will once again join forces with the Golden Drum International Advertising Festival -one of the world's most prominent creative competitions- as its Exclusive PR Agency Network Partners. The task at hand this year for MSLGROUP, the region's leading PR agency network, is to connect the 23rd Golden Drum and this year's festival theme "Inspired to Inspire" with its markets, opening up new ways and best practices to connect with local creative communities. The 23rd Golden Drum International Festival of Creativity, organized by the Slovenian Advertising Chamber, will take place from 18 to 21 October 2016 in Ljubljana, Green Capital of Europe 2016, in Slovenia.

The Golden Drum Festival and MSLGROUP will jointly work together to promote the festival across more than 37 markets in Europe, Russia and Middle and co-create the competition's success story.

Miša Lukić, CEO for Central Eastern Europe at Publicis One, sees great opportunities that lie ahead of this partnership with Golden Drum: "Good energy, creative people and works of high quality are my first association of the Golden Drum. High criteria in evaluation, the jury consisting of top professionals, inspirational topics and lecturers are the main references of this festival. Golden Drum is always a good opportunity to take a break from your daily routines for a couple of days and remind yourselves why you fell in love with this job."

Mojca Briščik, General Director of the Golden Drum Festival and Executive Director of the Slovenian Advertising Chamber, welcomes this year's partnership: "Golden Drum Festival is transcending the boundaries of advertising and entering the world of creativity in a broader sense. And for this and other important changes to be properly announced and accepted in all 37 countries where we are present, we have decided to renew and broaden our cooperation with Publicis One/Publicis Groupe and MSLGROUP. Media and communication partnership is especially valuable to us today, as we are all trying to build and invest in local excellence with best global practice. It is of our greatest joy to welcome Sebastian Hejnowski, CEO of MSLGROUP Poland, in our Golden Drum family."



The Golden Drum International Advertising Festival, one of the biggest advertising festivals in Europe, brings 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. It's a perfect opportunity to gain great learning experience, create new friendships and networks and enjoy in the cultural mix, as well as expect some extra surprises.

Important Dates:

Entry and Delegate registration: open

Entry Deadline: 29 August 2016

Early Bird Deadline for Delegates: 20 September 2016

More about Golden Drum at www.goldendrum.com

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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. Follow Publicis One's latest news on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .