

CREATIVE

АГЕНТСТВО	КЛИЕНТ	РАБОТА	ГЛОБАЛ	КАТЕГОРИЯ	ПОДКАТЕГОРИЯ	НАГРАДА
BBDO	MTS	NadYOZHnyi bank	Audio	Excellence in Audio	Best Original Song	BRONZE
BBDO Branding	Dinamo	Moscow football club «Dinamo»	Design	Communication Design	Corporate Identity	BRONZE
Suprematika	Publishing house	Rosman	Design	Communication Design	Corporate Identity	BRONZE
ONY	MTS	Stroki by MTS. Rebranding	Design	Communication Design	Corporate Identity	BRONZE
ONY, UtterDesign, BBDO	MTS	MTS Ecosystem. Rebranding	Design	Communication Design	Corporate Identity	BRONZE
Voskhod	Subbota Theatre	Subbota	Design	Communication Design	Corporate Identity	BRONZE
Voskhod	Administration of the Kungur administrative district	Kungur Identity	Design	Communication Design	Corporate Identity	BRONZE
BBDO CA	PepsiCo, Lay's	NEURO NOMAD. AI-GENERATED COLLECTION BY LAY'S.	Design	Communication Design	Promotional Item Design / Merch	BRONZE
			Interactive	Interactive: Technology	Creative Use of AI	BRONZE

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Voskhod	Team against torture	Stay tuned	Design	Digital Design	Digital and Interactive Design	BRONZE
			Interactive	Interactive: Instruments	Non-standard Advertising for non-profit	BRONZE
Voskhod	Yandex	Space Music	Design	Digital Design	Digital and Interactive Design	BRONZE
			Branded Content		Creative Use of Content	BRONZE
			Interactive	Interactive: Instruments	Websites	BRONZE
BBDO CA	Arcanum	Arcanum. HEADlature	Design		Print Advertising Craft	BRONZE
SOLL	Live Now Foundation	Future Words	Interactive	Interactive: Instruments	Non-standard Advertising for non-profit	BRONZE
Mosaic	MTS	AR Stroki in Subway	Interactive	Interactive: Technology	Creative Use of Technology	BRONZE
BBDO	MTS	Status Placement	Interactive	Interactive: Technology	Creative Use of Technology	BRONZE
			Interactive	Interactive: Technology	New Realities	BRONZE

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BBDO	MTS	Booktrailer	Interactive	Interactive: Technology	Creative Use of AI	BRONZE
Blacklight	Brand of electric vehicles «Atom»	1,500 prototype electric cars in Minecraft: The brand's engaging Atom campaign	Interactive	Interactive: Technology	New Realities	BRONZE
Instinct	Delivery Club	Delivery Club Sticker pack	Creative Use of Media		Single Media	BRONZE
					The lowest budget creative solution / commercial	BRONZE
Voskhod	Spot Production	Man up	Creative use of PR		Best PR-campaign for B2C	BRONZE
Party Killers	Kazakhstani Antibullying Community	Ready For School	Young Creator		Interactive	BRONZE
HIGH 5	PETA	SKIN BAG	Young Creator		Social & Influencer	BRONZE
BBDO CA, JAS	PepsiCo, Lay's	Meet Lay's in Kazakh style!	Integrated Campaign		Commercial	SILVER
Voskhod	NL	NL Identity	Design	Communication Design	Corporate Identity	SILVER
Suprematika	Park quartals	Park quartals	Design	Communication Design	Corporate Identity	SILVER

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Suprematika	Gzhel Group	Gzhel	Design	Communication Design	Corporate Identity	SILVER
Voskhod	Sverdlovsk Philharmonic	Philharmonic Identity	Design	Communication Design	Corporate Identity	SILVER
Voskhod	Sverdlovsk Film Studio	Sverdlovsk Film Studio Identity	Design	Communication Design	Corporate Identity	SILVER
Ohmybrand	Wellbee	Wellbee cosmetics	Design	Label and Packing	Healthcare	SILVER
Creative Agency "Gromkie Ryby"	Bashkir Soda Company	Baking soda. An ode to poverty.	Interactive	Interactive: Instruments	Online Video & Viral Films	SILVER
Yandex Magic Camp	Yandex Go	Yandex Go. Focusing on tradition	Outdoor & Indoor	Outdoor: Sectors	Automotive	SILVER
WNM.Digital	Wink Video Streaming Service	Ballet Storefronts	Outdoor & Indoor	Outdoor: Sectors	Media / Entertainment	SILVER
mads courses	Nitro Circus	PARARAMPS TOUR	Young Creator		Social & Influencer	SILVER
Pier 5	The Zotov Centre	Zotov – branding of a new constructive space in Moscow	Design	Communication Design	Corporate Identity	GOLD

MARKETING

АГЕНТСТВО	КЛИЕНТ	РАБОТА	ГЛОБАЛ КАТЕГОРИЯ	КАТЕГОРИЯ	НАГРАДА
FUSE Media Direction Group	Xiaomi	Black Friday on Friday!	Activation / B2C	Best Sales Promotion Campaign	BRONZE
			Marketing Disciplines	Best Use Of Sponsorship	SILVER
GRAPE	Skillbox	#LIFEAFTER	Activation / B2C	Best Integrated Campaign	BRONZE
			Marketing Disciplines	Best Use of Public Relations	BRONZE
			Marketing Disciplines	Best Use of Strategy	BRONZE
			Campaigns: Sectors	Education	GOLD
RODNYA Creative PR studio	Yandex Go	Seeing the human	Activation / B2C	Best Brand Loyalty Campaign	BRONZE
			Marketing Disciplines	Best Use of Public Relations	BRONZE
BeeTL Integrated Communications Agency	The «Road of Life» Charity Fund	Interactive test «Who is the happiest child here?»	Activation / B2C	Best Non-profit Campaign	BRONZE
Great	Klinskiy	Klinskiy: we do everything to make it delicious for you.	Campaigns: Sectors	Food & Drink	BRONZE

MARKETING

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SOCIALIST	Vivienne Sabó	Operation Cabaret	Campaigns: Sectors	Other FMCG	BRONZE
			Marketing Effectiveness	Creative Effectiveness	SILVER
			Digital Campaigns	Digital Campaigns	SILVER
emg	Hasbro	ToyAdvisor	Campaigns: Sectors	Consumer Durables	BRONZE
			Marketing Disciplines	Best Use of Data	BRONZE
			Marketing Disciplines	Best Use of Strategy	BRONZE
			Digital Campaigns	Digital Strategy	BRONZE
			Activation / B2C	Best Sales Promotion Campaign	SILVER
Mosaic	MTS	Non-standard outdoor advertising of the book service "Stroki"	Campaigns: Sectors	Media / Entertainment	BRONZE
N:OW agency	Avito	Love, Kettlebell and Avito	Campaigns: Sectors	Market Place	BRONZE
Great	VK	Karaoke on the Palace Bridge	Marketing Disciplines	Best Use of Ambient	BRONZE

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SETTERS	Yota	YOTABUS	Marketing Disciplines	Best Use of Branding and Design	BRONZE
SOCIALIST	Vivienne Sabó	Femme Fatale rules of life by Lolita and Vivienne Sabó	Marketing Disciplines	Influencers	BRONZE
Yandex Creative Studio «7.47»	YandexGPT	Workbooks with cheat-prompts	Marketing Disciplines	Best Use of Sales Promo	BRONZE
U Channel	U Channel (агентство и клиент совпадают)	Author's menu supporting the TV reality show «Pregnant at 45»	Marketing Disciplines	Best Use Of Collaboration	BRONZE
BBDO, Mosaic Media	MTS	Stroki by MTS	Digital Campaigns	Experience Marketing	BRONZE
WNM.Digital	Wink Video Streaming Service	Ballet Storefronts	Activation / B2C	Best Event Marketing Campaign (Including Sponsorship)	SILVER
			Marketing Disciplines	Best Use of Ambient	GOLD
Procter & Gamble Kazakhstan, NOTO agency	Procter & Gamble Kazakhstan	OLD SPICE CHEENA	Campaigns: Sectors	Other FMCG	SILVER
			Marketing Disciplines	Influencers	GOLD
			Marketing Effectiveness	Creative Effectiveness	GOLD

MARKETING

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Instinct	S7 Airlines	Where the bright side begins	Campaigns: Sectors	Travel	SILVER
Marvelous	Pekerkrestok	Your business	Campaigns: Sectors	Corporate Social Responsibility (CSR) / Corporate Image	SILVER
Philgood	Downside Up Charity Foundation	«My Site» - Russia's First Social Network for People with Down Syndrome	Campaigns: Sectors	Non-profit	SILVER
Contrapunto, BBDO CA	ALTEL	JUST LIKE YOU	Campaigns: Sectors	Retail & Consumer Services	GOLD
			Marketing Effectiveness	Creative Effectiveness	GOLD
			-	-	GRAND PRIX

MEDIA

АГЕНТСТВО	КЛИЕНТ	РАБОТА	ГЛОБАЛ КАТЕГОРИЯ	КАТЕГОРИЯ	НАГРАДА
OMD Media Direction; FUSE Media Direction Group	National Media Group; STS channel	Martha is home, but other children aren't. Yet...	Sectors	Media / Entertainment	BRONZE
Agenda Media Group	Supported by the Internet Development Institute	#Icare	Sectors	Non-profit	BRONZE
SETTERS	Yota	YOTABUS	Channels	Best Use of Ambient Media	BRONZE
Yandex Magic Camp	Yandex Go	Yandex Go. Focusing on tradition	Channels	Best Use of Ambient Media	BRONZE
RODNYA Creative PR studio	Yandex Go	Seeing the human	Channels	Best Use of Digital	BRONZE
			Sectors	Automotive	SILVER
			Excellence in Media	Impact Award	GOLD
No Sleep Agency	Megamarket	SberMegaSetup	Channels	Best Use of Social Platforms	BRONZE
Mosaic	MTS	AR Stroki in Subway	Channels	Best Use of AdTechnology/ MarkTechnology	BRONZE

MEDIA

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PHD, FUSE Media Direction Group	Sovcombank	Don't put your dreams on hold – dreams are real with Halva card	Content	Best Influencer Campaign	BRONZE
			Content	Best use of Content Including Sponsorship	SILVER
PIK	PIK (агентство и клиент совпадают)	PIK special project on sravni.ru	Excellence in Media	Adaptivity in Media Execution	BRONZE
OMD Media Direction; FUSE Media Direction Group	STADA / ARTRA	«Artra and Healthy Running»	Excellence in Media	Use of Media in Limited Budget	BRONZE
			Excellence in Media	Best Use of Colaboration	BRONZE
GRAPE, Ailove	Rostelecom x Lesta Games	«Gaming score» tournament by the “Gaming” tariff	Excellence in Media	Best Use of Colaboration	BRONZE
FUSE Media Direction Group	Xiaomi	«Black Friday on Friday!»	Sectors	Consumer Durables	SILVER
			Channels	Best Use of Screens	GOLD
Affect	SIBUR	Eco-festival in social networks «Ecochella»	Sectors	Corporate Social Responsibility (CSR) / Corporate Image	SILVER
			Content	Best Branded Content	SILVER

MEDIA

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Media Instinct	VTB	VTB's New Year special project on Yandex services	Channels	Best Use of Digital	SILVER
Solntse TV channel	TV channel Solntse	“Moya Manyunia” on Solntse TV channel	Channels	Best Use of Mixed Media	SILVER
Rabbit & Carrot	Samolet Group of Companies	«Future News» YouTube show by Samolet	Content	Best Branded Content	SILVER
Instinct creative agency and ITSALIVE 3D avatar studio	M.Video	Unreal XR stream with a real Em.Vi of the “Profession of the future”	Content	Best New Content	SILVER
LiFT — Expert Media Agency	Samolet Plus	Faces of the Samolet Plus	Channels	Best Use of Social Platforms	SILVER
OMD Media Direction; BBDO Moscow	METRO	«No.1 at wholesale prices! A real check of unrealistically low prices»	Content	Best Influencer Campaign	SILVER
Yandex Magic Camp	Yandex Go	Yandex Go. Focusing on tradition	Sectors	Automotive	GOLD

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Instinct	Delivery Club	Delivery Club Sticker pack	Channels	Best Use of Ambient Media	GOLD
Instinct	S7 Airlines	Above everything	Channels	Best Use of Ambient Media	GOLD
WNM.Digital	Wink Video Streaming Service	Ballet Storefronts	Channels	Best Use of Ambient Media	GOLD
			-	-	GRAND PRIX