



Dacia and Publicis, winners at Golden Drum Festival 2016

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Dacia Alternative Car Owner's Manual received a Silver Drum at the 23rd edition of Golden Drum, the International Festival of Creativity which took place in 18-21 October in Ljubljana, Slovenia.

The creative project was developed by Publicis Romania and presented by Dacia at Gaudeamus Book Fair in 2015. Dacia and Publicis were awarded at the category „Publications” for transforming the technical car book into the first owner's manual that makes useful information fun to read and memorable.

The jury appreciated the belletristic style of the newly created manual (a mix of poetry, prose and illustrations) while still covering all essential chapters of the technical book like keys, safety belts or children security.

This is the second award for the „Alternative Car Owner's Manual”, as in May 2016 the project received a Bronze in Publications&Brand Collateral at FIBRA Awards, Romania.

Publicis Romania is a constant partner of Groupe Renault and developed all creative ideas for Dacia participation at Gaudeamus Book Fair in the last 8 years.

Established in 2004, the Golden Drum Festival is one of advertising's biggest and most important events, a juncture between creativity and different cultures. 1215 creative entries from 26 different countries compete for the 2016 Golden Drum awards.

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