

## **Worldcom PR Group partner Próbakó Communications wins the Golden Award at Golden Drum**

*The Hungarian PR agency won for its PR campaign for Viasat History channel, together with its Worldcom partner Pram (Prague) and Glaubicz Garwolinska Consultants (Warsaw)*

**Brussels, Belgium. 29 October 2009.** Próbakó Communications, a member of the Worldcom PR Group, won the Best Media and Entertainment PR Award at the Golden Drum International Advertising Festival 2009. The Hungarian PR agency won the accolade for its international media relations campaign "History beneath your feet" for the Viasat History channel.

The Golden Drum Festival opened its doors to PR campaigns for the first time this year. There were 116 PR campaigns competing with 36 shortlisted.

This project was developed in four Eastern European countries, so Próbakó Communications involved its Czech (Pram) and Polish (Glaubicz Garwolinska Consultants) Worldcom partners for its execution.

"Próbakó's campaign in the category of Media, Arts and Entertainment was very strong. The agency delivered an excellent solution to the client's challenge", said Dejan Vercic, head of the PR jury.

The video of the award winning campaign can be watched here: <http://www.youtube.com/watch?v=sSvhte7SCnI>

### **Próbakó Communications**

The agency provides public relations services to its clients, from traditional press relations and PR consulting to creative PR solutions. The company, which is a member of Worldcom PR Group, has experiences in organising the communication of IT, FMCG, pharmaceutical and media companies. Próbakó's client list includes Invitel, Astra CEE, Verbatim, Unilever/Knorr, Delikát8, Bacardi-Martini and the EU.

### **About Worldcom PR Group**

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with some 105 offices in 91 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent public relations firms could serve national, international and multi-national clients while retaining the flexibility and client-service focus inherent in independent agencies. Through The Worldcom Group, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic arenas in which they operate. Visit [www.worldcomgroup.com](http://www.worldcomgroup.com) for more information.

Worldcom EMEA currently comprises 30 agencies with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management. Clients include Unilever, Johnson & Johnson, Panasonic, Sony Ericson, LG Electronics, the EU Anti-Tobacco Campaign, Verbatim and Palm. Visit [www.worldcomemea.com](http://www.worldcomemea.com) for more information.



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