



## **G2 Ukraine Scoops Three Creative Awards at Leading Marketing Industry Events**

### **Agency awarded two bronze Eurobests and a Silver Effie recognising creative excellence across a range of brand communication categories**

London, 17 December 2012 G2, a top-five global marketing services agency, announced today that its Ukrainian operation, G2 Ukraine, won two bronze Eurobest awards; the first for Best Use of Music and Sound Design and the second in the Travel Entertainment and Leisure. In addition to this they won a silver award at the Effie Awards Ukraine 2012 Conference for their campaign work on Galinka, a P&G baby detergent brand.

G2 Ukraine won the two Eurobest awards for client, Sport Life, the biggest Ukrainian fitness club network. The agency created a promotion to drive sales of spring season tickets using a unique idea: a radio spot creating a sound snippet resembling the sound of sneakers sliding in a gym to that of birds singing. The premise behind the idea was 'spring has come and after a long winter not only does nature come to life, so does your inner desire to be fit and healthy. Even your subconscious starts to notice hidden signs which encourage you to get fit.' The short radio slot proved effective, engaging listeners and most importantly raising awareness of Sport Life season tickets.

The Eurobest awards have become the biggest awards for Europe's creative communications industry and are judged by a panel of internationally acclaimed experts.

G2 Ukraine won its Silver Effie in the Home Maintenance category for their campaign work with Galinka, a P&G baby detergent brand. The Effies are renowned for honouring communications initiatives that have proven their effectiveness within their country market. This year, for the first time, saw the Effie Ukraine Awards Gala saw a large increase in company submissions.

Commented Dan Medrea, CEO, G2 Ukraine, "I am particularly proud of this award as this is the second time our eastern European team have done so well in a traditionally Western European award. We have an incredibly strong creative team here and this a real testament to their talent on an international level across a range of innovative marketing categories."

#### **About G2**

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand Commitment<sup>SM</sup>. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision

Journey<sup>SM</sup>, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit [www.g2.com/emea](http://www.g2.com/emea).

**For more information:**

Jessica Bayat | G2 EMEA

T: +44 (0) 7824 694469 | E: [Jessica.Bayat@g2.com](mailto:Jessica.Bayat@g2.com)