

‘House Full of Energy’ honoured at World Media Festival

The International World Media Festival took place in Hamburg on 13-14 May. During the official gala at the Delhi Showpalast Theatre, PGE Polska Grupa Energetyczna received the Globe Silver Award – Intermedia Globes 2008 in the TV advertising category for the spot ‘House Full of Energy’.

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The World Media Festival is a renowned world media event organised since 2000 by Intermedia. The concept of the festival is to exchange experiences and present the best solutions for various categories of modern media, including advertising, animation, corporate communications and public relations.

Other winners, in addition to PGE, included BMW (Germany), DaimlerChrysler (USA), HSBC (UK), Canon (Japan), the Finnish Air Force, and Volvo (Sweden).