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**Olgierd Cygan has been awarded the title of „Branch Educator”
for the success of Filmteractive**

Olgierd Cygan, Digital One CEO has been awarded the title of „Branch Educator” for the success of the international branch event, Filmteractive, which has been taking place in Lodz for several years. 60 entries from, among others: Europe, Canada, USA and India have been registered on this year’s Filmteractive Market - event organized to find the best transmedia projects. The list still remains open.

Olgierd Cygan has been awarded during the gala event organized by Polish Marketing Association and VFP Communications publishing house. At the event the Best Interactive Agencies and Integrated Marketing Agencies were prized for their outstanding activities. In the grounds for their decision, the organizers have written:

“Digital One CEO not only manages his business well but he also wants to cast light at new possibilities for the whole interactive market. Filmteractive has become a prestigious international festival attended by experts from all over the world. Filmteractive is a brand which many digital media specialists would desire to have in their portfolios. Only Cygan, with the help of the employs of Digital One, managed to create a recognizable event on which the leaders of marketing communication present their best projects.”

„Filmteractive has developed into a well recognizable and globally appreciated event. It allows many specialists, gathered under an umbrella idea of “moving pictures” in digital context, to exchange professional experience and discuss newest trends and projects. In Lodz Film School and under its patronage, the filmmakers meet the world’s best digital and advertising specialists to find out more about the future paths of digital media.” says Cygan.

More at www.filmteractive.eu