

# 26. GOLDEN DRUM

17.—18. 10. 2019



Hotel Slovenija, Portorož

# ENTRY HANDBOOK

[goldendrum.com](http://goldendrum.com)



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# 01 ABOUT GOLDEN DRUM

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Golden Drum 26 years ago integrated the shattered advertising industry, which was newly emerging, and helped create its own identity in the unequal relationship with the West. Almost three decades later, the Festival achieved its aim largely and new goals had to be set, as well as a more ambitious mission.

As change is the only constant, creativity is one of its most powerful drivers. We are aware how important it is to think globally, but also how crucial it is not to lose touch with the spirit of the place and act locally, where all the changes really commence. The creative industry has developed and became much more than just a sales generating machine. We are increasingly more aware of all the ways we can light up, contribute and give back to our society. The potential for making a difference in the world by driving positive change, engaging and highlighting topics which are in most different ways relevant to the society as a whole, is tremendous.

The Golden Drum Festival wants to inspire and empower creative thinking and action for positive change in many different ways, shining a light on it through its competition and congress program. With the slogan **Creativity 4 Change** we are turning the focus to advertising for the better of tomorrow.

**BE A PART OF THIS CHANGE!**

**CREATIVITY 4 CHANGE**



## 02 WHAT IS NEW

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### GENIUS LOCI / LOCAL SPIRIT AWARD LAUNCHED

There is a new award added to the Golden Drum awards line-up this year. Local spirit group renamed into Genius Loci/Local spirit has been elevated to a new and highly appreciated award in the region. The award will emphasize and celebrate the distinctive cultures.

The competition of the festival strives for more clarity and relevance; therefore, it introduces new groups and some renamed existing ones.

This year's competition also brings  
A NEW POINT SYSTEM FOR AWARDED SERIES.

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#### FINALIST

1 point for every entry

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#### SILVER DRUM

5 points (first entry)  
+ 2 points (every additional entry)

---

#### GOLDEN DRUM

9 points (first entry)  
+ 2 points (every additional entry)

---

#### GRAND PRIX

15 points (first entry)  
+ 2 points (every additional entry)

---

#### THE BEST OF GOOD

18 points (first entry)  
+ 2 points (every additional entry)

---

#### THE BEST OF WHAT, THE BEST OF WHY

20 points (first entry)  
+ 2 points (every additional entry)

---



THE MAJOR CHANGES in this year's competition in the section WHAT are:

- categories in groups **Film, Print, Out of home** and **Audio** have been refreshed and merged
- in group **Digital & Mobile** is a new **Ecommerce** category and category Websites and micro sites is now **Websites, micro sites and apps**
- group **Design** is back!
- group **Innovation** is moved from section WHY to section WHAT and will focus on WHAT is outstanding about the communication solution in the chosen form and WHAT is the added value of its' execution

THE MAJOR CHANGES in this year's competition in the section WHY are:

- **Integrated** group was moved from section WHAT to section WHY and is searching for a really brilliant insight, relevant meaning or purpose of the chosen communications
- **Content** group previously known as Entertainment group also has a new category **Influencers** and is added for elevating and defining the growing importance of influence marketing
- former group Reach was renamed to **Engagement** and moved to the WHY section
- there are now only two categories in group **Social Good: Non-profit social good** for charity and non-profit cause marketing that promote general awareness and encourage critical thinking and community engagement and **Profit social good** for corporate social communications and responsibility campaigns



## 03 AWARDS

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Entering the Golden Drum Competition you have a chance to win one of the following awards:

1. **The best of What** award chosen by the WHAT jury among Grand Prix winners in Section WHAT and **The best of Why** award chosen by the WHY jury among Grand Prix, The best of Genius Loci and The best of Good winners in Section WHY.
2. **Grand Prix** award for the best Film, Print, Out of Home, Audio, Digital & Mobile, Design, Innovation, Craft, Integrated, Activation, Brand Building, Functional Efficiency, Content and Engagement.
3. **NEW!** **The best of Genius Loci** award will be awarded for the first time by the WHY jury to the best work with distinctive local spirit entered into group Local Spirit / Genius Loci.
4. **The best of Good** award will awarded to the best work with social and charity-related content entered into new category Social Good.
5. **Golden Drum** award for the winning entry in a category.
6. **Silver Drum** award for the second best entry in a category.
7. **Golden Rose** award for the advertising agency that collects the most points.
8. **Golden Dragon** award for the most successful independent advertising agency that collects the most points.
9. **Golden Net** award for the most successful advertising network on the basis of the points of all agencies that comprise the network in question.
10. **Brand Grand Prix** award for the advertised brand that collects the most points.



## SPECIAL AWARDS

### GOLDEN DRUM ADRIATIC AWARD

Special Golden Drum Adriatic Award shall be presented on the basis of the Festival's points system for the most successful entries from the following Adriatic Region countries: Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Serbia and Slovenia. Based on collected points from both the What section and the Why section, three of the best entries will be announced and one aforementioned award shall be presented. The Festival reserves the right to present the award only and not to explicate the collected points.

### GOLDEN WATCH AWARD

Golden Watch Award is the special award that will be presented to the Creative Director of the best Campaign of the Year, which collects most points for the campaign and the individual entries of the same campaign in all categories in the annual Golden Drum Competition. The winner will be awarded with the title the Best Creative Director of the annual Golden Drum.

In case two Creative Directors collect the same amount of points, a larger number of higher-ranking prizes decides the winner.

Golden Drum Adriatic award and Golden Watch award do not receive points.

## POINTS

Entrants receive points for each short-listed or awarded entry according to the following key:

<b>FINALIST</b>	1 point
<b>SILVER DRUM</b>	5 points
<b>GOLDEN DRUM</b>	9 points
<b>GRAND PRIX</b>	15 points
<b>THE BEST OF GOOD</b>	18 points
<b>THE BEST OF GENIUS LOCI / LOCAL SPIRIT</b>	18 points
<b>THE BEST OF WHAT, THE BEST OF WHY</b>	20 points



**SERIES OF ENTRIES** included on the shortlist and Silver Drum, Golden Drum, Grand Prix, The Best of Good, The Best of What and The Best of Why award recipients shall receive points as follows:

**FINALIST**

1 point for every entry

---

**SILVER DRUM**

5 points (first entry)  
+ 2 points (every additional entry)

---

**GOLDEN DRUM**

9 points (first entry)  
+ 2 points (every additional entry)

---

**GRAND PRIX**

15 points (first entry)  
+ 2 points (every additional entry)

---

**THE BEST OF GOOD**

18 points (first entry)  
+ 2 points (every additional entry)

---

**THE BEST OF WHAT, THE BEST OF WHY**

20 points (first entry)  
+ 2 points (every additional entry)

---



Only the points for the highest-ranking award shall be taken into account.

The agency name shall be taken into account in the calculation of awards presented on the basis of the Festival's points system.





## 04 ALL IMPORTANT DATES AND CONTACTS

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THE 26TH GOLDEN DRUM INTERNATIONAL FESTIVAL OF CREATIVITY  
WILL BE HELD IN PORTOROŽ FROM 17 TO 18 OCTOBER 2019  
IN THE HOTEL SLOVENIJA, SLOVENIA.

### KEY DATES TO REMEMBER!

**DEADLINE FOR ENTRY SUBMISSION:** 13 August 2019 at 24.00

**DEADLINE FOR YOUNG DRUMMERS COMPETITION ENTRY SUBMISSION:**

10 September 2019 at 24.00

**EARLY BIRD FOR DELEGATE REGISTRATION:** 13 August 2019 until 24.00

**SHORT-LISTS ANNOUNCED:** Wednesday, 16 October 2019 during the day

**GOLDEN DRUM GALA AWARD CEREMONY:** Friday, 18 October 2019, at 20.30

The following awards will be presented at the ceremony:

Silver Drum, Golden Drum and Grand Prix Awards in competition groups as well as all main awards – The Best of What, The Best of Why, The best of Genius Loci, The best of Good, Golden Watch Award, Brand Grand Prix Award, Golden Dragon Award, Golden Rose Award, Golden Net Award, Golden Drum Adriatic Award as well as the winners of Young Drummers Competition.

## CONTACTS

### GENERAL INFORMATION

[+386 838 493 21](tel:+38683849321)

[+386 838 493 22](tel:+38683849322)

[info@goldendrum.com](mailto:info@goldendrum.com)

### COMPETITION

[+386 838 493 24](tel:+38683849324)

[+386 838 493 25](tel:+38683849325)

[entries@goldendrum.com](mailto:entries@goldendrum.com)



## 05 JURIES

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WHAT JURY

**TIFFANY ROLFE**

Executive Vice President and  
Chief Creative Officer, R/GA, USA  
*President*





**YASMINA BAZ**

Regional Creative Director,  
Leo Burnett Beirut,  
Lebanon



**MICHAL BELEJ**

Associate Creative Director,  
Istropolitana Ogilvy,  
Slovakia



**KAROLINA GALÁ CZ**

Creative Director,  
DDB Budapest,  
Hungary



**ERIC GROZA**

Creative Director,  
TBWA\Moscow,  
Russia



**GÜRKAN GÜREL**

Creative Director,  
Tick Tock Boom,  
Turkey



**BARTEK KLIMASZEWSKI**

Creative Director,  
McCann Worldgroup,  
Poland



**MARIN KOSTOV – MURO**

Executive Creative Director and Partner,  
All Channels Communication Group,  
Bulgaria



**CĂTĂLIN RUSU**

Chief Creative Partner and Chief Executive Officer,  
Rusu+Bortun Bucharest,  
Romania



**ERIC SCHOEFFLER**

Chief Creative Officer Group Germany and Executive Creative Director Europe, Havas, Germany



**DAVID SUDA**

Creative Director,  
WMC/GREY Prague,  
Czech Republic



## WHY JURY

### ÁLVARO RODRIGUES

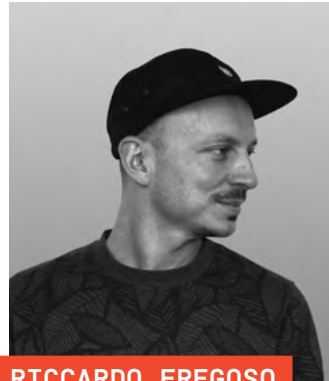
Chief Executive Officer and  
Chief Creative Officer, Fullpack, Brazil  
*President*





**MIHAI COSTACHE**

Group Creative Director,  
MullenLowe Romania



**RICCARDO FREGOSO**

Executive Creative Director and President Creative,  
McCann WorldGroup, France



**MIHNEA GHEORGHIU**

Global Creative Director,  
Publicis Italy



**CHRISTIAN GOSCH**

Managing Creative Director,  
Serviceplan Austria



**BURÇAK GÜNSEV**

Managing Partner,  
Wanda Digital / JWT Turkey



**ERAN NIR**

Chief Creative Officer,  
GITAM BBDO, Israel



**SAŠO PETEK**

Creative Director,  
Agencija 101, Slovenia



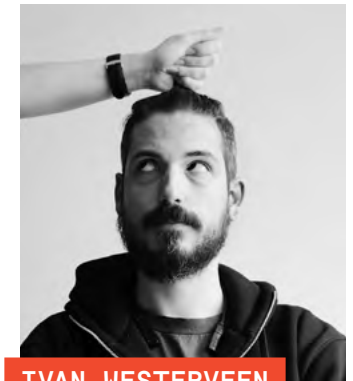
**MIKOŁAJ SADOWSKI**

Chief Creative Officer and Partner,  
180hearbeats + Jung v Matt, Poland



**ARTEM SINYAVSKIY**

Founder and Chief Creative Officer,  
Marvelous, Russia



**IVAN WESTERVEEN**

Creative Director,  
Saatchi&Saatchi Belgrade, Serbia



## YOUNG DRUMMERS JURY



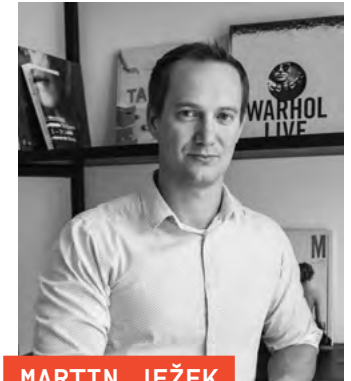
**DAVID ROLFE**

Executive Vice President,  
Director of Integrated  
Production, BBDO New York,  
USA  
*President*



**BOOGIE**

photographer,  
Serbia/USA



**MARTIN JEŽEK**

Head of Data, Strategy  
and Creative,  
MSL Kindred,  
Czech Republic



**MILKA POGLIANI**

Creative Advisor  
and Former Chairman  
European Creative  
Council EMEA, Chairman  
and Executive Creative  
Director McCann  
Worldgroup Italy



**ANA SAVŠEK**

Content Marketing  
Manager,  
Slovenian Tourist  
Board,  
Slovenia



## 06 ELIGIBILITY RULES AND JUDGING RULES

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Before submitting an entry read the Eligibility Rules and Conditions since they are a great source of answers for the most asked questions regarding the competition. Each entrant is also responsible for full compliance with the Eligibility Rules and Conditions and it is your sole responsibility to submit entries with correct credits. The materials used to present your work must be of a high quality and in line with the technical requirements. The Festival organizer does not bear any responsibility for the poor quality of materials submitted. The organizer shall during any phase of the competition initiate a procedure against "scam" ads to establish the fact and in the event of a justified complaint, expel the work in question from the competition with no refund.

Read all of the rules here:

[ELIGIBILITY RULES](#)

All registered entries shall be reviewed and judged by one of two international Juries, comprised especially for the What and the Why section. Each jury shall be comprised of 11 members and the work of an individual jury shall be headed by the jury president, appointed by the Festival organizer.

Read more about the judging process like what does the voting process look like etc. in the Judging Rules:

[JUDGING RULES](#)



## 07 THE COMPETITION STRUCTURE

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The Golden Drum Competition is the official competition of the festival. The Competition and Awards are open to all agencies, advertisers, clients, design or production houses, media companies and others involved in the creation or production of marketing communications, registered in the following countries: Albania, Armenia, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Cyprus, Estonia, Finland, Georgia, Greece, Hungary, Israel, Italy, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lebanon, Lithuania, Malta, Moldova, Montenegro, North Macedonia, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

The Golden Drum competition is divided into two main sections WHAT and WHY. Each section is subdivided into groups and categories that reflect the latest trends in the advertising and creative industry. Both sections are judged by International Juries, featuring top industry professionals.







## SECTION WHAT

The key question that the jury will be asking is **WHAT is outstanding about communication solution in the chosen form and WHAT is the added value of its' execution.**

In the world of countless messages reaching us through various new media in always new forms, it is more important than ever for traditional media solutions to be great in order to be seen and recognized. The most important question is 'What?' Is it a brilliant, never seen before idea? Is it an insightful new angle on a difficult subject? Is it a ground-braking execution and production value? Your entries will be judged following the criteria of the best solution and its most efficient implementation. The WHAT section primarily focuses on individual works that are moving frontiers in the traditional groups Film, Print, Out of Home, Audio, Digital & Mobile, Design, Innovation and Craft.

## SECTION WHY

The key question that the jury will be asking is **a reason WHY does this work exist?**

In today's world where we are facing thousands of different messages, having access to so many products and services, we as a consumers ask ourselves why one would choose one product or service over others. The most important question is Why. Is there a unique reason for product or service invention or introduction, a really brilliant insight, relevant meaning or purpose, the most important driver which helped creative teams to think of a brilliant piece of communication?

The jury will observe the communication as a whole from that perspective so even beautifully crafted communication but without a brilliant answer to Why, won't count in this category.

The section questions the end goal of any intervention in the communication landscape by dividing them in the groups Integrated, Activation, Brand Building, Functional Efficiency, Content, Engagement, Genius Loci / Local spirit and Social Good.



## 08 GROUPS AND CATEGORIES

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### SECTION WHAT

#### A. FILM

1. Food & Drinks
2. Home & Electronics
3. Health, Beauty, Sport & Fashion
4. Transport, Travel & Tourism
5. Media, Culture & Entertainment
6. Retail & Public services
7. Communication, Business & Finance
8. Corporate advertising
9. Social good

#### B. PRINT

10. Food & Drinks
11. Home & Electronics
12. Health, Beauty, Sport & Fashion
13. Transport, Travel & Tourism
14. Media, Culture & Entertainment
15. Retail & Public services
16. Communication, Business & Finance
17. Corporate advertising
18. Social good

#### C. OUT OF HOME (OOH)

19. Food & Drinks
20. Home & Electronics
21. Health, Beauty, Sport & Fashion
22. Transport, Travel & Tourism
23. Media, Culture & Entertainment
24. Retail & Public services
25. Communication, Business & Finance
26. Corporate advertising
27. Social good



#### **D. AUDIO**

- 28. Food & Drinks
- 29. Home & Electronics
- 30. Health, Beauty,  
Sport & Fashion
- 31. Transport, Travel & Tourism
- 32. Media, Culture &  
Entertainment
- 33. Retail & Public services
- 34. Communication,  
Business & Finance
- 35. Corporate advertising
- 36. Social good

#### **E. DIGITAL & MOBILE**

- 37. Websites, Micro sites  
and Apps
- 38. Social networking solutions  
& Community sites
- 39. Streaming/downloadable  
creative content  
and podcasts
- 40. Banners and  
off site advertising
- 41. Games
- 42. Interactive tools and other  
digital solutions
- 43. Mobile content
- 44. Ecommerce

#### **F. DESIGN**

- 45. Visual identities
- 46. Business and  
Promotional design
- 47. Packaging design
- 48. Product design
- 49. Digital design
- 50. Print design

#### **G. INNOVATION**

#### **H. CRAFT**

- 51. Best Storytelling
- 52. Best Cast
- 53. Best Direction
- 54. Best Cinematography
- 55. Best Editing
- 56. Best Use of Music
- 57. Best Art Direction
- 58. Best Photography
- 59. Best Typography
- 60. Best Illustration
- 61. Best User Experience (UX)
- 62. Best Use of Technology



## SECTION WHY

### R. INTEGRATED

### S. ACTIVATION

### T. BRAND BUILDING

1. Brand Introduction
2. Brand Repositioning
3. Brand Vitality

### U. FUNCTIONAL EFFICIENCY

### V. CONTENT

4. Films & TV shows
5. Online & Mobile
6. Live experience
7. Native advertising,  
Brand integration,  
Sponsorships & Co-promotions
8. Games
9. Influencers

### X. ENGAGEMENT

10. Direct
11. Creative use of Data
12. Public & Community
13. Creative use of Media

### Y. GENIUS LOCI / LOCAL SPIRIT

### Z. SOCIAL GOOD

14. Non-profit social good
15. Profit social good



## 09 TECHNICAL REQUIREMENTS

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Here are some general Technical requirements. Since each group has their own specific required and optional materials you can find them on our page in their full.

### QUALITY OF ENTRIES:

Please note that the organizer does not accept any responsibility for poor quality of submitted materials as it may affect the entry presentation before the Juries and the Festival audience.

### PRESENTATION OF ENTRIES:

All entries submitted to the Golden Drum Festival will be shown for the judging, screened and/or exhibited during the Festival, screened at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com). The organizer reserves the right to change the printed size of individual entry for exhibition during the Festival.

### QUALITY OF VIDEO ENTRIES:

Technical instructions for submitting entries are regularly revised and amended. All specifications regarding entries submitted in the form of video data are set to **HD quality** with aspect ratio of **16:9**. If HD quality is not available for submitting, PAL quality will be accepted.



#### **LENGTH OF VIDEO ENTRIES:**

All video entries (films, video presentations or case films) must be **NO MORE than 3 minutes long** (i.e. 180 seconds), **except in group A Film** – in case you are submitting an online / mobile film, where video entries may be **up to 10 minutes** and in group **E – Digital & Mobile - category E40 Banners and off site advertising** where your case videos should not be longer than **60 seconds**.

In case of excessive length, please, contact festival office.

**Awards show film** (optional) must be **NO MORE than one minute long** (i.e. 60 seconds). In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

#### **LANGUAGE OF ENTRIES:**

All video entry materials have to be **dubbed or subtitled in English**. If the entry is not a video entry and the original language is not English, entrant has to submit a file in original language and a translation into English (as text file) which will only be used for the judging purposes (as text file in .DOC format or .RTF format or .TXT format).

#### **ENTRY SUBMISSION:**

Entries shall only be submitted via **ONLINE SUBMISSION** system accessible at **<https://engine.goldendrum.com>**, additionally **some materials for entries in certain groups have to be submitted via COURIER**. Please follow the instructions for each group/category separately. When sending entries via Courier, entrant has to make sure to **enclose a print of the »online system entry form«**.

Please make sure that the entries are not branded with agency logotype.



## REQUIRED AND OPTIONAL MATERIALS

There are required and optional materials to be submitted to present the entries. Please refer to each group's requirements for submission of materials.

- **Required materials** will be shown for the judging, screened and/or exhibited during the Festival, screened at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).
- **Optional Awards show film**, if submitted, will be screened at the award ceremony, should the entry be awarded. In case the entrant does not submit the awards show film, the organizer reserves the right to screen only the first 60 seconds of the original video at the award ceremony.
- **Other optional materials** can be submitted to better present the entered work in a context and will only be shown for judging, if submitted. Upon request from an entrant, these optional materials may be published in the entries showcase on the Festival's website.

**There should be no agency branding on any materials submitted.**

Agency names and logos should not appear on written submission, entry URL in videos or any other submitted materials. Agency may only appear in an entry submission in case their case is self-promotional.

It is the sole **entrant's responsibility** to submit **entries with correct credits**.

Materials presenting the entered work should be of high quality and in line with the technical requirements.

**The Festival organizer does not bear any responsibility for poor quality of materials submitted and will be presented as submitted.**



## FORMATS OF MATERIALS SUBMITTED

Please check the requirements for submission of materials for each Group.

### VIDEO

Video materials must be uploaded as **MP4 files** only and within a length defined for a particular group.

Resolution	Full HD (1920x1080 px), 16:9 Widescreen (preferable)
Frame rate	25fps
Scan type	Progressive
Video codec	h.264 (min 15 - max 40 mbps)
Audio codec	AAC (min 160 kbps), 44KHz
Container	MP4
File size(*)	up to 360 MB

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).

### SCREENSHOT (OF THE VIDEO)

Screenshots are a required material for entries that have video materials. They will be screened at the award ceremony, should the entry be awarded.

Please submit screenshots that have as little as possible written on them, since credits for this entry will be written over them.

Screenshots must be uploaded as **JPEG files** only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB





## IMAGE

Images must be uploaded as **JPEG files** only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	The longest side must be at least 420 mm
File size	up to 6 MB

## AUDIO

Audio files must be uploaded as **MP3 files** only with the following specifications:

Bit rate	Minimum of 192 kbps and maximum of 258 kbps
File type	MP3 (stereo) with a compression ratio of 22:1
File size	no single MP3 should be over 10 MB

## ACTUAL SAMPLE OF THE ENTRY

Actual sample of the entry: actual samples of the entry **not bigger than 50 x 50 x 50 cm** are accepted. If the actual sample is not suitable for presentation at the Festival exhibition location, the print-ready photography attached to the entry will be used at the printed exhibition

Please send the actual sample and an image representing the entry by a courier and follow these instructions:

- Each individual entry – each actual sample – must be accompanied by a copy of the entry form.
- Do not include files for entries from other groups.
- The actual sample must be well protected for transport, where, if necessary, please empty the package contents.
- Please send all materials at the same time.
- All entries in this group will be exhibited at a special exhibition during the Festival.

Please consult the Festival office about extra sizes or requirements for the exhibition.



## 10 PUBLICATION OF ENTRIES

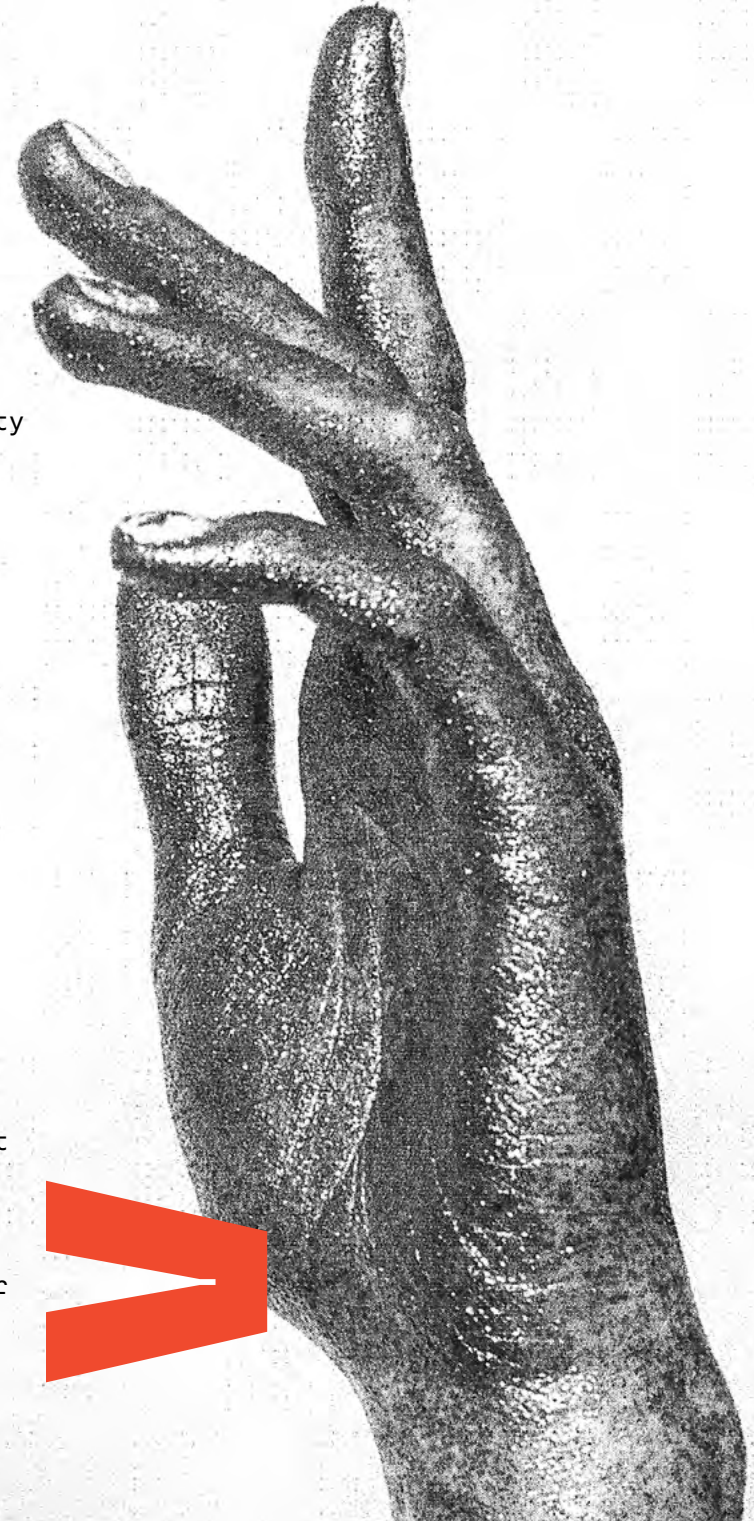
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Any material submitted as an entry in the competition become the property of the Festival organizer and will not be returned.

All entries submitted to the Golden Drum Festival, will be shown for judging, screened and/or exhibited during the Festival, screened at the award ceremony, should your entry be awarded, as well as published in a showcase if the entries on [www.goldendrum.com](http://www.goldendrum.com).

Please note that the organizer does not accept any responsibility for the poor quality of the submitted materials as it may affect your presentation before the Juries and the Festival audience. In addition, the organizer does not bear any responsibility for incorrect credits, entered into the entry submission system.

The entrant authorises the Festival organizer to present the entries at the festival and on the Festival website [www.goldendrum.com](http://www.goldendrum.com). The entrant also authorises the Festival organizer to screen or publish the entries without prior consent of the entrant and without charge for the purpose of promoting the Festival. The aforementioned authorisation is given for the duration of the copyright, and may be used worldwide for the sole purpose of promoting the Golden Drum Festival.





# 11 MAILING INSTRUCTIONS

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Actual samples of the entry not bigger than 50 x 50 x 50 cm are accepted. If the actual sample is not suitable for presentation at the Festival exhibition location, the print-ready photography attached to the entry will be used at the printed exhibition.

**Please send the actual sample by a courier and follow these instructions:**

- Each individual entry – each actual sample – must be accompanied by a copy of the entry form.
- Do not include files for entries from other groups.
- The actual sample must be well protected for transport, where, if necessary, please empty the package contents.
- Please send all materials at the same time.
- All entries in this group will be exhibited at a special exhibition during the Festival.

Please consult the Festival office about extra sizes or requirements for the exhibition at [entries@goldendrum.com](mailto:entries@goldendrum.com).

Entries shall only be submitted via ONLINE SUBMISSION system accessible via [www.goldendrum.com](http://www.goldendrum.com), except entries in certain groups (F. Design, H. Craft, Y. Engagement and Z. Social Good) that can be submitted via COURIER to the following address:

PAIDEIA – GOLDEN DRUM FESTIVAL OFFICE  
VEGOVA 4A  
SI-1000 LJUBLJANA  
SLOVENIA

You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival organizer does not accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.

Please note that any materials submitted as an entry in the competition become the property of the Festival organizer and will not be returned.



## 12 ENTRY SUBMISSION – CHECK LIST

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The Golden Drum Festival provides an easy-to-use and navigate entry submission system.

**Before entering the required information and materials into the online system,** please use this check-list to assist you in smooth entry submission:

- **Read the Eligibility rules & conditions.**
- **Check the Groups and categories.**
- Go to <http://engine.goldendrum.com> and **login with your username and password.** If you aren't registered yet, you have to create an account first. Select **ENTRY SYSTEM** and then click **ADD NEW ENTRY** button. Choose the section, group and category you want to enter...
- **Check which credits and information you need for the entry form** and then collect it for each work you plan to submit.
- **Check the technical requirements** for the materials. In addition to the required materials to be presented to the juries and during the festival, you have a chance to submit optional materials. Decide early on how to best present your work.
- **Collect all the materials.**
- **Check with your Accounting Department whether the Entrant Company and the Billing Company are the same, or not. Also, agree with them on the payment method (credit card or bank transfer).**
- **Verify your tax status for VAT purposes** and have your correct company's tax number ready. For EU countries, you may check your tax number via the **VIES system**.
- **Check our TIPS FOR SUBMITTING ENTRIES.**
- Log in to the system and **submit your entries!**

If there's anything unclear during this process or you are in need of any assistance, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com) or call us.

**WE WISH YOU LOTS OF SUCCESS!**



## 13 TIPS FOR SUBMITTING ENTRIES

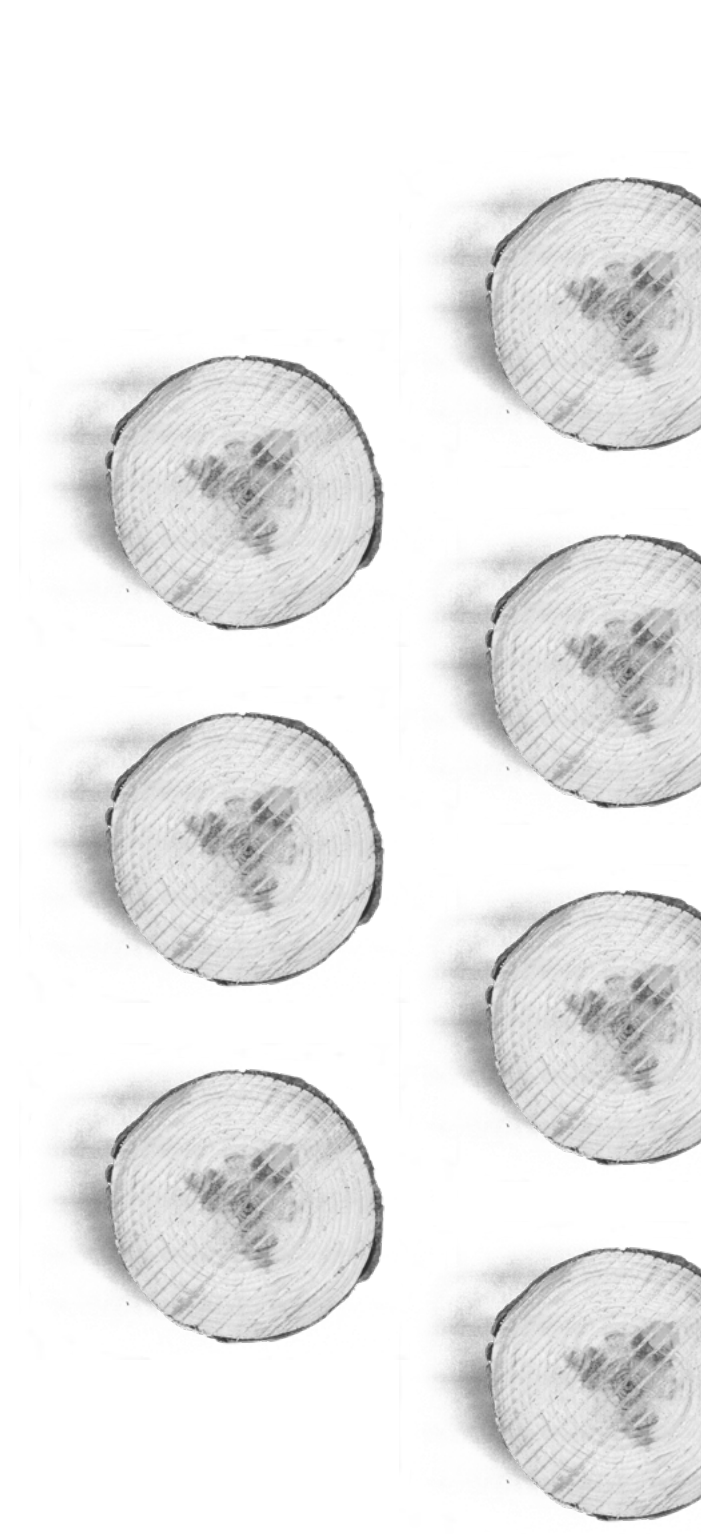
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### SUBMMITING ENTRY IN MORE GROUPS

Once you save an entry in the system you have an option to copy it. All the materials and information about entry will stay the same just duplicated. All you need to change is the section / group and category in which you wish to enter it and save it. If needed you can change other information as well. Once you have all the entries you can finalise them together.

### HOW TO ENTER SERIES?

Ads forming a series shall be entered and paid for separately (for a single entry), and each single entry shall be judged separately. If you want a series to be judged as such (as one entry) and shown consecutively, you must tick YES in the entry form at IS THIS AD TO BE JUDGED AS PART OF SERIES?. If this is the case, please include a sequence number in the entry name (e.g. Ariel 1, Ariel 2, etc.). A minimum of two advertisements in the same category are needed to form a series. A series or a single entry may receive an award.





## ENTRY DETAILS AND CREDITS

Fill the entry form with required and optional information (required fields are marked with \*). Enter the credits and make sure they are written correctly. All credits in the Golden Drum publications will appear as stated in the entry. Once you finalize your entry you won't be able to change the credits.

All the credits shall be stated in the catalogue on the website [goldendrum.com](http://goldendrum.com). The Festival's organizer reserves the right to limit the number of authors to between 6 and 8 and to omit suffixes (such as GmbH, Inc. and Sa) in the entrant's name for announcements of competition results.

**BE CAREFUL!** Some of the information will be considered in calculations for the following awards.

## SAVING AND FINALISING ENTRY

You are ready to finish your submission! After clicking SAVE ENTRY button your entry will be listed as a Pending entry. If all the materials are correct you should see a blue dot next to your entry and you can finish with submission. If needed you can still change the entry. When you are sure your entry is complete you check the box next to it and click FINALISE. Once you FINALISE your entry you cannot change its details anymore! Your entry will be moved to cart.

### **I CAN'T FINALISE MY ENTRY. WHAT CAN I DO?**

If you see a red dot next to your entry it means that you don't have all the required materials you have too many of them or you don't have the correct materials... in conclusion something is not ok with your materials and that's why you can't finalize your entry. You should check Technical requirements and upload the correct materials. In case you still have problems with finalising your entries please contact the Festival office.



## ENTRY IN CART AND PAYMENT PROCESS

Once your entry is in your cart click Proceed with payment. You will see all the entries you choose to finalize in the cart. If everything looks okay you should click NEXT. The system automatically chooses the company or person you entered during registration as the billing company or person. In case you want to change this you should create a new contact and chose it as the billing company. Another thing is to make sure your VAT number is the same as it is in VIES system (for EU). Click Verify your VAT number. In case it doesn't match check how it's written there click EDIT and change it.

Choose the payment method and click next to continue with the payment process.

## HOW TO MAKE A GOOD CASE MOVIE

For most of the Groups, you need to prepare a case film to present your work. In some other Groups and categories, a case film is also an optional material that allows you to better present your work.

The case film shall be presented to the juries and please bear in mind that all jury members judge all the works entered. The juries expect the case film to be clear and concise by showing key creative solution and results, less so in terms of its effectiveness. For a reference on good case films, please check the showcase of awarded entries from previous Festivals on [www.goldendrum.com](http://www.goldendrum.com).

# CREATIVITY 4 CHANGE



Organizer & Partner:



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P E A V I E D N E T I S A