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GOLDEN DRUM
international festival of creativity

GOLDEN DRUM COMPETITION 2021

ONE-CHANNEL DRUM

ONE-CHANNEL section focuses on individual works that are using one channel of communicating the message to the market. The jury will be judging the creative use and efficient implementation of one-channel communication. Entries should demonstrate the use of one-channel communication and its benefits.

FILM

PRINT

OUT OF HOME

AUDIO

DIGITAL, MOBILE & TECHNOLOGY

DESIGN

CRAFT DRUM

CRAFT section recognizes creative excellence and brilliant execution in some of the key segments of advertising and communication production process. The awards in this group promote best practices in order to set craft standards of the business higher than expected.

INDUSTRY CRAFT

MOTION CRAFT

DIGITAL CRAFT

INNOVATION CRAFT

OMNI-CHANNEL DRUM

OMNI-CHANNEL section recognizes campaigns that were presented through multiple communication channels. Entries should demonstrate the creative use of multiple channels, their integration and the efficiency of implementation of the communication solutions. In relation to One-Channel Drum, this section focuses on whole campaigns presented through multiple communication channels.

INTEGRATED

CONTENT

ENGAGEMENT

DIGITAL, MOBILE & TECHNOLOGY

HEALTH & WELLNESS

SPORTS, POP CULTURE & ART

CREATIVE BUSINESS EXCELLENCE DRUM

CREATIVE BUSINESS EXCELLENCE section celebrates creative business solutions that made an impact on brands, projects, customer experiences, content or show exceptional innovation solutions. This group is intended to show business excellence in a creative way and to award the works that made exceptional solutions and changed the business industry.

BRAND BUILDING

CREATIVE EFFECTIVENESS

e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE

SUSTAINABLE BUSINESS SOLUTIONS

ACTIVATION

CONTENT

INNOVATION

ALL JURIES

Entries will be short-listed by all juries and judged by four jury presidents. These groups are specific for Golden Drum festival and celebrate best works in local environment, social good causes and best Covid-19 works in the industry.

GENIUS LOCI / LOCAL SPIRIT

SOCIAL GOOD

COVID-19