

27. GOLDEN DRUM

ENTRY HANDBOOK



27.
GOLDEN
DRUM
International
Festival of
creativity



RE:the
START future



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1. ALL IMPORTANT DATES, RANKINGS AND CONTACTS

The 27th Golden Drum International Festival of creativity will be held online from 13 to 15 October 2021.

KEY DATES TO REMEMBER

TWO-YEAR ELIGIBILITY: All entries must have been aired/published/implemented for the first time between 1 January 2019 and 1 September 2021. Except in group A Brand Building – category A03 Brand Vitality where the start of the communication must have been aired/published/implemented for the first time before 1 September 2019. Entries must not have been entered in the Golden Drum competition in previous years.



DEADLINE FOR ENTRY SUBMISSION: 13 August 2021 at 23.59 CET

SHORT-LISTS ANNOUNCED: Wednesday, 13 October 2021 during the day

GOLDEN DRUM GALA AWARD CEREMONY: Friday, 15 October 2021

The following awards will be presented at the ceremony:
Bronze Drum, Silver Drum, Golden Drum and Grand Prix Awards in competition groups as well as all main awards – Best of Social Good, Best of Genius Loci, Best of COVID-19, Golden Watch Award, Brand Grand Prix Award, Golden Dragon Award, Golden Rose Award, Golden Net Award, Best of Adriatic Award as well as the winners of Young Drummers Competition.

GOLDEN DRUM ON RANKINGS

INTERNATIONAL

Golden Drum festival was chosen as one of the eight regional award shows in the world included into WARC Creative Rankings.

PROUD TO BE INCLUDED AS ONE OF 8 REGIONAL AWARD SHOWS IN THE

WARC[^]
RANKINGS

Creative 100



NATIONAL

Golden Drum is included in Russian National Creativity Rating RACA (5 points) as well as Creativity Rating of Digital Agencies (5 points).

RACA

RUSSIAN ASSOCIATION
OF COMMUNICATION
AGENCIES

CONTACTS

Need support? Our friendly Golden Drum team is here to assist you with the entry system or help you with any questions you might have related to the Festival.



GENERAL INFORMATION
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COMPETITION
+386 1 439 60 41
entries@goldendrum.com

To stay informed sign up for Golden Drum newsletter at www.goldendrum.com.



2. WHAT IS NEW

Extensive changes were made to the core of the competition, with additional emphasis given to works showcasing digital, craft, and business excellence.

The sections WHAT and WHY are being replaced with four brand new sections: **Creative Business Excellence Drum**, **Craft Drum**, **One-Channel Drum**, and **Omni-Channel Drum**.

A special All Juries section featuring groups focused on **local spirit**, **social good causes**, and **works created in response to the Covid pandemic** will be judged somewhat differently now, and will not have its own jury. Works submitted in this section will be rated by all jury members instead, and awarded by the four juries' presidents.

Which groups are completely new to the Golden Drum competition?

For its first time ever, the festival calls for entries in the Creative Effectiveness group; e/mCommerce, Community & Use of Experience group; Sustainable Business Solutions group; Innovation Craft group; Health & Wellness group; Sport, Pop Culture & Art group; and Covid-19 group.

Which awards are new?

The Bronze Drum Award and Best of Covid-19 Award have been added to the list of awards.

Who will judge the work?

Works submitted to the Golden Drum competition will be judged by a larger number of highly specialized international experts than ever, marketers included. To ensure a fair judging process, all the jury presidents are appointed from independent agencies based in countries that are not eligible to compete in the Golden Drum competition.

Which jury is entirely new?

The Creative Business Excellence Drum section will be judged by a mixed jury of the world's most accomplished marketers and agency professionals, visible internationally not only for their expertise in the creative field but also their extensive knowledge in the business sphere.



What to keep in mind when entering your work?

Golden Drum 2021 has a two-year eligibility period.



3. AWARDS

According to new competition, structure and feedback received from entrants from previous years some changes in the award system have been made to unify it. The festival is adding the **Bronze Drum Award (NEW)** to its list of awards and introducing a revised points system. The single edition **Best of COVID-19 (NEW)** for the best work in the COVID-19 group will be given out as a special award at Golden Drum 2021.

By entering the Golden Drum Competition, you are competing for the following awards:

- × Finalist (Shortlist)
- × Bronze Drum (NEW)
- × Silver Drum
- × Golden Drum
- × Grand Prix
- × The Best of Social Good
- × The Best of Genius Loci
- × The Best of Covid-19 (ONLY IN 2021)
- × The Golden Rose for the agency that collects the most points.
- × The Golden Net for the most successful advertising network on the basis of the points of all agencies that comprise the network in question.
- × The Golden Dragon Award for the most successful independent advertising agency that collects the most points.
- × The Brand Grand Prix for the advertised brand that collects the most points.
- × The Golden Watch awarded to the Creative Director of the Campaign of the Year that collects the most points for the campaign and the individual entries of the same campaign in all categories.
- × 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, North Macedonia, Montenegro, Serbia and Slovenia. Based on collected points throughout all sections and special groups.



4. POINTS

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

| Award | Points |
|--|---|
| Finalist | 1 |
| Bronze Drum (NEW) | 2 |
| Silver Drum | 4 |
| Golden Drum | 8 |
| Grand Prix | 12 |
| *Best of Genius Loci | 12 |
| **Best of Social Good | 12 |
| ***Best of COVID-19 (NEW) – Exclusive in 2021 | 12 |
| Best of Adriatic – special Award | Special Award / no additional points |

* Based on the jury's decision, Bronze, Silver and Gold awards will be granted. Grand Prix is not awarded in the Genius Loci / Local Spirit Section. However, the winner will receive the Best of Genius Loci / Local Spirit Award. The recipient of this award gets 12 points. The Jury reserves the right to withhold this award.

** Based on the jury's decision, Bronze, Silver and Gold awards will be granted. Grand Prix is not awarded in the Social Good Section. However, the winner will receive the Best of Social Good Award. The recipient of this award gets 12 points. The Jury reserves the right to withhold this award.

*** Based on the jury's decision, Bronze, Silver and Gold awards will be granted. Grand Prix is not awarded in the COVID-19 Section. However, the winner will receive the Best of COVID-19 Award. The recipient of this award gets 12 points. The Jury reserves the right to withhold this award.



Series of entries included on the shortlist and Bronze Drum, Silver Drum, Golden Drum, Grand Prix, Best of Social Good, Best of Genius Loci and Best of COVID-19 award recipients shall receive points as follows:

| | × | × |
|---|---|---|
| Finalist | | 1 point for every entry |
| Bronze Drum | | 2 points (first entry) + 2 points (every additional entry) |
| Silver Drum | | 4 points (first entry) + 2 points (every additional entry) |
| Golden Drum | | 8 points (first entry) + 2 points (every additional entry) |
| Grand Prix | | 12 points (first entry) + 2 points (every additional entry) |
| Best of Social Good | | 12 points (first entry) + 2 points (every additional entry) |
| Best of Genius Loci | | 12 points (first entry) + 2 points (every additional entry) |
| Best of COVID-19 (NEW) – Exclusive in 2021 | | 12 points (first entry) + 2 points (every additional entry) |

* Based on the jury's decision, Bronze, Silver and Gold awards will be granted. Grand Prix is not awarded in the Genius Loci / Local Spirit Section. However, the winner will receive the Best of Genius Loci / Local Spirit Award. The recipient of this award gets 12 points. The Jury reserves the right to withhold this award.

** Based on the jury's decision, Bronze, Silver and Gold awards will be granted. Grand Prix is not awarded in the Social Good Section. However, the winner will receive the Best of Social Good Award. The recipient of this award gets 12 points. The Jury reserves the right to withhold this award.

*** Based on the jury's decision, Bronze, Silver and Gold awards will be granted. Grand Prix is not awarded in the COVID-19 Section. However, the winner will receive the Best of COVID-19 Award. The recipient of this award gets 12 points. The Jury reserves the right to withhold this award.

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.

5. JURIES

One-Channel
Drum Jury

President of the One-Channel
Drum Jury



Eva Santos



Richard Axell



Davide Boscacci



Martina Gršković



Ayça Güneş Ocak



Pauline Marie Korp



Tine Lugařič



Álvaro Rodrigues



Vlad Sitnikov



Róbert Slovák



Rita-Maria Spielvogel



David Szczepaniak



Balázs Törös



Ioana Zamfir



Zvezdana Žujo



ONE-CHANNEL DRUM Jury

Eva Santos

CO Chief Creative Officer and Founder, Delirio & Twain, Spain – **Jury President**

Richard Axell

Creative Director, Ogilvy, Czech Republic

Davide Boscacci

Executive Creative Director, Publicis Milan, Italy

Martina Gršković

Social Media Director, 404 agency, Croatia

Ayça Güneş Ocak

Co-Founder and Managing Director, HAUS Istanbul, Turkey

Pauline Marie Korp

Art Director, hasan & partners, Finland

Tine Lugarič

Co-Founder and Creative Director, Trampolin, Slovenia

Álvaro Rodrigues

Chief Executive Officer and Founding Partner, Made Rio, Brazil

Vlad Sitnikov

Chief Creative Officer, POSSIBLE Group Moscow, Russia

Róbert Slovák

Founder and Creative Director, Slovak&Friends, Slovakia

Rita-Maria Spielvogel

Creative Director and Member of the Board, PKP BBDO, Austria

Dawid Szczepaniak

Chief Creative Officer and Partner, VMLY&R Poland

Balázs Törös

Head of Creative, Fastbridge, Hungary

Ioana Zamfir

Executive Creative Director, MRM Romania

Zvezdana Žujo

Co-owner and Director, Communis agency Sarajevo, Bosnia and Herzegovina

Omni-Channel Drum Jury

President of the Omni-Channel
Drum Jury



Fadi Yaish



Ana Balan



Ergin Binyildiz



Jasna Dugalić



Tatiana Fedorenko



Milena Jakovljević



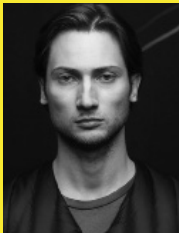
Patrycja Lukjanow



Doris Partl



Balázs Pócze



Ilya Pryamilov



Leonard Savage



Stefania Siani



Petr Vlasák



Yordan Zhechev



OMNI-CHANNEL DRUM Jury

Fadi Yaish

Founder and Chief Creative Officer — and us, Facebook EMEA creative board consultant, Founder BWReport.org, United Arab Emirates - **Jury President**

Ana Balan

Creative Director, Porter Novelli Public Relations, Romania

Ergin Binyildiz

Chief Creative Officer, Havas Turkey

Jasna Dugalić

Deputy Managing Director, DIRECT MEDIA United Solutions, Serbia

Tatiana Fedorenko

Creative Director, TBWA/Ukraine

Milena Jakovljević

Strategic Director and Partner, DROM agency, Slovenia

Patrycja Lukjanow

Creative Director, Saatchi & Saatchi Poland

Doris Partl

Freelance Creative Director, Austria

Balázs Pöcze

Creative Director and Partner, Mito, Hungary

Ilya Pryamilov

Creative Director, Leo Burnett Moscow, Russia

Leonard Savage

Chief Creative Officer, McCann Prague, Czech Republic

Stefania Siani

Chief Executive Officer and Chief Creative Officer, Serviceplan Italy

Petr Vlasák

Creative Director, Comtech CAN, Czech Republic

Yordan Zhechev

Regional Creative Director, guts&brainsDDB, Bulgaria

Craft Drum Jury

President of the Craft Drum Jury



Damisa Ongsiriwattana



Silviu Antohe



Pemra Ataç Açıktaş



Sophie Chapman-Andrews



Luissandro Del Gobbo



Jelena Fiškuš



Stefanie Golla



Miloš Ilić



Klara Kralickova



Egor Petrov



Moti Rubinstein



Yang Yeo



Vera Zvereva



CRAFT DRUM Jury

Damisa Oongsiriwattana

Co-Founder and Executive Creative Director SOUR Bangkok, Thailand -
Jury President

Silviu Antohe

Executive Creative Director, MullenLowe Romania

Pemra Ataç Açıktan

Partner and Executive Creative Director, RABARBA, Turkey

Sophie Chapman-Andrews

Head of Integrated Production, Craft London, UK

Luissandro Del Gobbo

Chief Creative Officer, Havas Milan, Italy

Jelena Fiškuš

Creative Director, Co-Owner and Co-Founder, Studio Sonda, Croatia

Stefanie Golla

Freelance Art Director, Austria

Miloš Ilić

Creative Partner, o5 Transformation Design Consultancy, Serbia

Klara Kralickova

Managing Director, Stink Films Prague, Czech Republic

Egor Petrov

Co-Founder and Creative Director, Banda, Ukraine

Moti Rubinstein

Creative Director and Head of Design, ACW - GREY Tel Aviv, Israel

Yang Yeo

Creative Officer, Hakuhodo International, Japan

Vera Zvereva

Art Director, Depot branding agency, Russia

Creative Business Excellence Drum Jury

President of the Creative Business
Excellence Drum Jury

Ömür Kula Çapan



Sara Cosgrove



Živa Čizman



Esteban Davalos



Eynat Guez



Andrea Henao



Igor Kirikchi



David Kušanić



Jeannette Liendo



Gabriela Lungu



Fernando Machado



Mona Opran



David Pivk



Blake Price



Alexandre Tan



Lauri Toivonen



CREATIVE BUSINESS EXCELLENCE DRUM Jury

Ömür Kula Çapan

Co-Founder Primer Project and President Advertising Foundation of Turkey, Turkey -
Jury President

Sara Cosgrove

European Communications Director, DDB Worldwide, UK

Živa Čižman

Vice President of Marketing, Outfit7, Slovenia

Esteban Davalos

Senior Regional Marketing Director, LEGO REEMEA

Eynat Guez

Chief Executive Officer and Co-founder, Papaya Global, Israel

Andrea Henao

Managing Director, 360 Agency Berlin and 360 Agency Europe, Germany

Igor Kirikchi

Chief Executive Officer, BBDO Moscow and Managing Director, BBDO Russia Group, Russia

David Kušanić

Head of Strategic Planning, Alpine F1 Team, France

Jeannette Liendo

Senior Vice President, Marketing and Communications, Mastercard Europe

Gabriela Lungu

Global Creative Director, VMLY&R Commerce and Founder, WINGS Creative Leadership Lab, UK

Fernando Machado

Global Chief Marketing Officer, Restaurant Brands International, USA

Mona Opran

Director of Development, Junior Achievement and Business Transformation Consultant, Romania

David Pivk

Senior Director, Consumer Direct Marketing, Nike EMEA

Blake Price

Vice-President Marketing & Artist Partnerships, Universal Music Group for Brands, UK



Alexandre Tan
Vice President Advertising, Gameloft, France

Lauri Toivonen
Senior Vice President Marketing, S-group, Finland





6. ELIGIBILITY RULES AND JUDGING RULES

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 four international Juries, comprised especially for the four sections. Each jury shall be comprised of up to max. 16 members. The work of an individual jury shall be headed by the jury president, appointed by the Festival organizer. In a special All Juries section each jury member will shortlist the entries while the four presidents will take over the role of judging entries for awards with no leading individual/president.

Read more about the judging process like what does the voting process look like etc. in the Judging Rules: [JUDGING RULES](#)



7. THE COMPETITION STRUCTURE

The Golden Drum Competition is the official competition of the festival. Major changes have been made for the 2021 edition.

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, North Montenegro, North Macedonia, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

The Golden Drum competition is divided into two 4 main sections: **ONE-CHANNEL**, **CRAFT**, **OMNI-CHANNEL** and **CREATIVE BUSINESS EXCELLENCE DRUM**. Each section is subdivided into groups and categories that reflect the latest trends in the advertising and creative industry. All four sections are judged by International Juries, featuring top industry professionals.

Groups **GENIUS LOCI/LOCAL SPIRIT**, **SOCIAL GOOD** and **COVID-19** were taken out from the four main competition sections. These groups are specific for the Golden Drum festival and will be judged by all Golden Drum Juries.

SECTION ONE-CHANNEL DRUM

The **ONE-CHANNEL** section focuses on individual works that are using a single channel of communicating the message to the market. Entries in this section should demonstrate the creative use of one-channel communication, its benefits and efficiency. In relation to the Omni-Channel Drum, this section recognises individual works delivered through one communication channel exclusively.

This section has 6 groups each with multiple categories: Film; Print; Out of Home; Audio; Digital, Mobile & Technology; and Design.

SECTION OMNI-CHANNEL DRUM

The **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 the One-Channel Drum, this section focuses on campaigns presented through multiple communication channels.

This section includes the following groups: Integrated; Content; Engagement; Digital, Mobile & Technology; Health & Wellness; Sports, Pop Culture & Art.



SECTION CRAFT DRUM

The **CRAFT** section recognizes creative excellence and brilliant execution in certain key segments of the advertising and communication production process. Awards in this group promote best practices that have helped raise the bar of the industry's craft standards.

This section includes the following groups: Industry Craft, Motion Craft, Digital Craft and Innovation Craft.

SECTION CREATIVE BUSINESS EXCELLENCE DRUM

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

This section has the following groups: Brand Building; Creative Effectiveness; e/mCommerce, Community & Use of Experience; Sustainable Business Solutions; Activation; Content; Innovation.

ALL JURIES

This section focuses on special themed groups showcasing **local spirit, social good causes, and works created in response to the coronavirus pandemic**. Due to these subjects' distinct nature, entries here will be shortlisted by all the juries and judged for awards by the four-jury presidents.

GOLDEN DRUM

COMPETITION 2021

ONE-CHANNEL DRUM

FILM
PRINT
OUT OF HOME
AUDIO
DIGITAL, MOBILE & TECHNOLOGY
DESIGN

CRAFT DRUM

INDUSTRY CRAFT
MOTION CRAFT
DIGITAL CRAFT
INNOVATION CRAFT

OMNI-CHANNEL DRUM

INTEGRATED
CONTENT
ENGAGEMENT
DIGITAL, MOBILE & TECHNOLOGY
HEALTH & WELLNESS
SPORTS, POP CULTURE & ART

CREATIVE BUSINESS EXCELLENCE DRUM

BRAND BUILDING
CREATIVE EFFECTIVENESS
e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE
SUSTAINABLE BUSINESS
ACTIVATION
CONTENT
INNOVATION

ALL JURIES

GENIUS LOCI / LOCAL SPIRIT
SOCIAL GOOD
COVID-19



8. GROUPS AND CATEGORIES

SECTION ONE-CHANNEL DRUM

A. FILM

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

B. PRINT

11. Food & Drinks
12. Home & Electronics
13. Health, Beauty & Wellness
14. Sport & Fashion
15. Transport, Travel & Tourism
16. Media & Entertainment
17. Art & Culture
18. Retail & Public Services
19. Communication, Business & Finance
20. Corporate advertising

C. OUT OF HOME (OOH)

21. Food & Drinks
22. Home & Electronics
23. Health, Beauty & Wellness
24. Sport & Fashion
25. Transport, Travel & Tourism
26. Media & Entertainment
27. Art & Culture



- 28. Retail & Public Services
- 29. Communication, Business & Finance
- 30. Corporate advertising

D. AUDIO

- 31. Food & Drinks
- 32. Home & Electronics
- 33. Health, Beauty & Wellness
- 34. Sport & Fashion
- 35. Transport, Travel & Tourism
- 36. Media & Entertainment
- 37. Art & Culture
- 38. Retail & Public Services
- 39. Communication, Business & Finance
- 40. Corporate advertising

E. DIGITAL, MOBILE & TECHNOLOGY

- 41. Corporate Websites
- 42. Communication Websites
- 43. Social Networking Solutions & Community Sites
- 44. Streaming/Downloadable Creative Content and Podcasts
- 45. Banners and Off-Site Advertising
- 46. Games
- 47. Apps and Mobile Content
- 48. AR / VR / Voice-activation, Connected Devices, Data / Insight
- 49. On-line Film

F. DESIGN

- 50. Visual Identities
- 51. Business and Promotional Design
- 52. Packaging Design
- 53. Product Design
- 54. Digital Design
- 55. Print Design
- 56. Posters



SECTION OMNI-CHANNEL DRUM

A. INTEGRATED

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

B. CONTENT

11. Long Films
12. Short Films
13. Online & Mobile
14. Live experience
15. Native Advertising, Brand Integration, Sponsorship & Co-Promotions
16. Games
17. Influencer Marketing
18. PR

C. ENGAGEMENT

19. Direct
20. Creative use of Data
21. Public & Community Relations
22. Creative use of Media
23. Real-time Engagement

D. DIGITAL, MOBILE & TECHNOLOGY

24. AR / VR / Voice-activation, Connected Devices, Data / Insight
25. Digital & Mobile Creativity



E. HEALTH & WELLNESS

- 26. Consumer Products
- 27. Branded & Unbranded Health Awareness
- 28. Non-profit Health Awareness
- 29. Health Services
- 30. Health & Wellness Tech

F. SPORTS, POP CULTURE & ART

- 31. Sport
- 32. Influencers
- 33. Entertainment
- 34. Art

SECTION CRAFT DRUM

A. INDUSTRY CRAFT (Brand Communication & Design, Outdoor, Print & Publishing, Package Design)

- 1. Art Direction
- 2. Illustration
- 3. Photography
- 4. Typography
- 5. Copywriting

B. MOTION CRAFT (Video / Moving images)

- 6. Direction
- 7. Casting
- 8. Cinematography
- 9. Production, Design / Art Direction
- 10. Original Music
- 11. Sound, Design & Adapted Music
- 12. Editing
- 13. Animation
- 14. Special / Visual Effects



C. DIGITAL CRAFT

15. Digital Illustration & Design
16. Motion Graphics Design & Animation
17. Music / Sound Design
18. Storytelling
19. Use of Technology
20. Use of Creative Data & AI
21. Use of Experience (UX / UI)
22. Use of AR / VR

D. INNOVATION CRAFT

SECTION CREATIVE BUSINESS EXCELLENCE DRUM

A. BRAND BUILDING

1. Brand Introduction
2. Brand Reinvention
3. Brand Vitality
4. Brand Strategy and Experience

B. CREATIVE EFFECTIVENESS

5. Single-country/region PROFIT
6. Single-country/region NON-PROFIT
7. Multi-country/region PROFIT
8. Multi-country/region NON-PROFIT

C. e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE

9. eCommerce & mCommerce
10. Community Management
11. Use of Experience (UX / UI)

D. SUSTAINABLE BUSINESS SOLUTIONS

12. Corporate sustainability (Data, Social, Environmental...)
13. Product & Services
14. Other



E. ACTIVATION

- 15. Technology-led Activation
- 16. Social Media Engagement
- 17. Mobile Activation
- 18. Website Activation
- 19. Cross-Platform Activation
- 20. Live Activation

F. CONTENT

- 21. Targeted Storytelling & Experience
- 22. Cross-Platform Storytelling
- 23. Real-Time Action Content
- 24. User Generated Content

G. INNOVATION

- 25. Communication and Media Innovation
- 26. Product or Service Innovation
- 27. Innovative use of Technology

SECTION ALL JURIES

A. GENIUS LOCI/LOCAL SPIRIT

B. SOCIAL GOOD

- 1. Non-profit Social Good
- 2. Profit Social Good

C. COVID-19



9. TECHNICAL REQUIREMENTS

There are **required** and **optional materials** to be submitted to present the entries. Since each group has their own specific required and optional materials, please refer to each group's requirements for submission of materials. You can find specifications for each group on [Golden drum website](#).

✕ **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.

✕ **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.**

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, entrants have to make sure to enclose a print of the »online system entry form«.



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).

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.



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 | 72 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 |

30



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. The actual sample will be shown to the jury during online judging via online / video conference system.

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

- ✗ A copy of the entry form must accompany each individual entry – each actual sample.
- ✗ 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 shown to the jury during the judging process.

Please consult the Festival office about extra sizes or requirements.





10. PUBLICATION OF ENTRIES

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

All entries submitted to the Golden Drum Festival, will be presented to jury during online judging via online / video conference system, screened at the award ceremony, should your entry be awarded, as well as published in a showcase of the entries on 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. 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

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.

Entries shall only be submitted via **ONLINE SUBMISSION system** accessible via www.goldendrum.com, except entries in certain groups that can be submitted via **COURIER** to the following address:

SLOVENSKA OGLAŠEVALSKA ZBORNICA
Letališka cesta 35
SI -1000 Ljubljana
Slovenia



12. ENTRY SUBMISSION – CHECKLIST

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 or call us.

WE WISH YOU LOTS OF SUCCESS!



13. TIPS FOR SUBMITTING ENTRIES

SUBMITTING 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. Check the [Eligibility Rules and Conditions](#) to see which groups allow submission of series (Art. 10).

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. Check the [Eligibility Rules and Conditions](#) to see which groups allow submission of series (Art. 10).

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. 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 the 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 solutions 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.

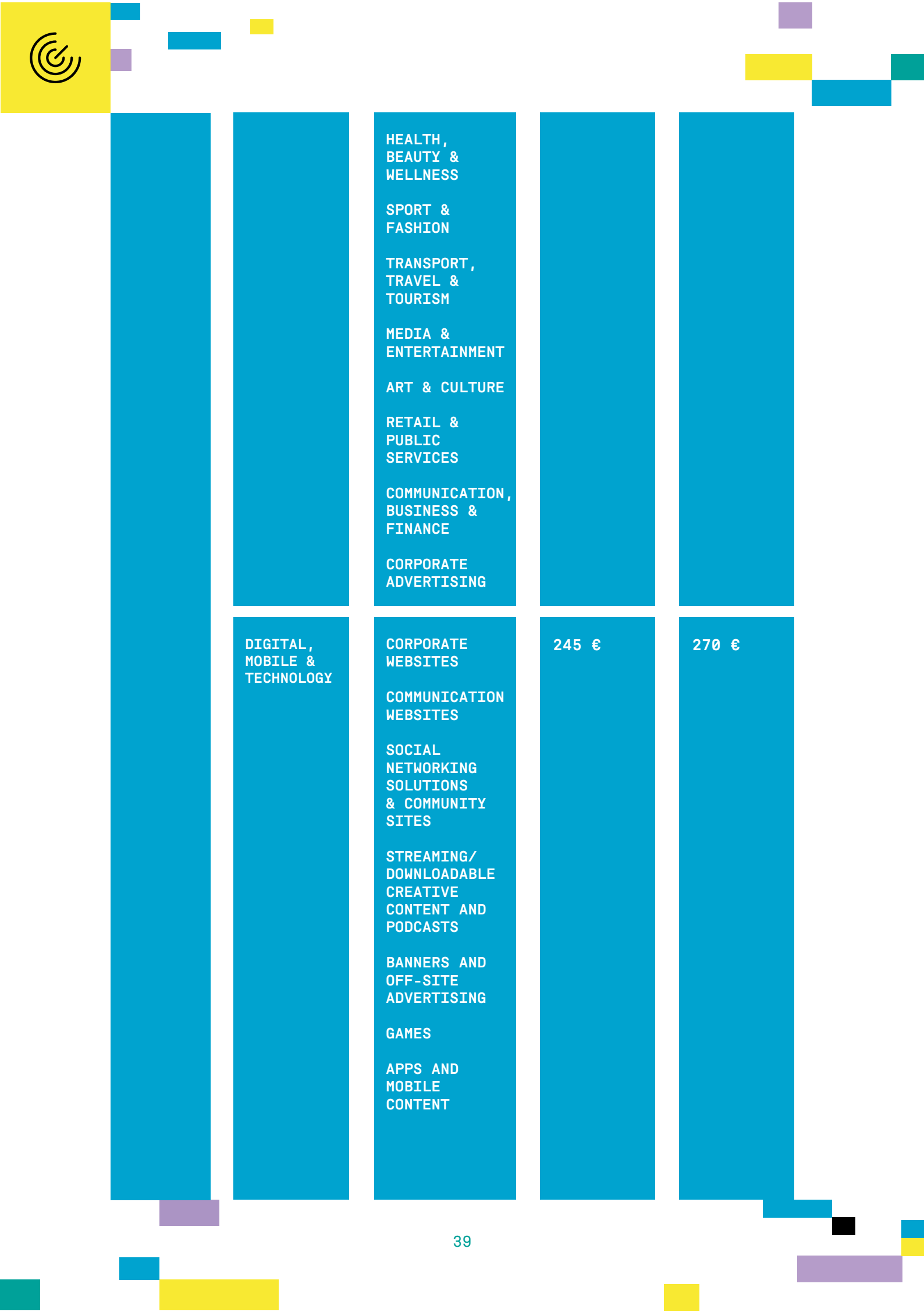


14. ENTRY FEES

| SECTION | GROUP | CATEGORY | NET PRICE* - EARLY BIRD FEE UNTIL 1 JUNE 2021 | NET PRICE* - STANDARD FEE FOR 2021 |
|-------------------------|-------|---|--|--|
| ONE- CHANNEL DRUM | FILM | FOOD & DRINKS HOME & ELECTRONICS HEALTH, BEAUTY & WELLNESS SPORT & FASHION TRANSPORT, TRAVEL & TOURISM MEDIA & ENTERTAINMENT ART & CULTURE RETAIL & PUBLIC SERVICES COMMUNICATION, BUSINESS & FINANCE CORPORATE ADVERTISING | 245 € | 270 € |
| | PRINT | FOOD & DRINKS HOME & ELECTRONICS HEALTH, BEAUTY & WELLNESS SPORT & FASHION | 245 € | 270 € |



| | | | | |
|---------------------|-------------------------|--|-------|-------|
| ONE-CHANNEL DRUM | | TRANSPORT, TRAVEL & TOURISM MEDIA & ENTERTAINMENT ART & CULTURE RETAIL & PUBLIC SERVICES COMMUNICATION, BUSINESS & FINANCE CORPORATE ADVERTISING | | |
| | OUT OF HOME (OOH) | FOOD & DRINKS HOME & ELECTRONICS HEALTH, BEAUTY & WELLNESS SPORT & FASHION TRANSPORT, TRAVEL & TOURISM MEDIA & ENTERTAINMENT ART & CULTURE RETAIL & PUBLIC SERVICES COMMUNICATION, BUSINESS & FINANCE CORPORATE ADVERTISING | 245 € | 270 € |
| | AUDIO | FOOD & DRINKS HOME & ELECTRONICS | 245 € | 270 € |





| | | | | |
|--------------------------|------------|---|-------|-------|
| | | AR / VR / VOICE- ACTIVATION, CONNECTED DEVICES, DATA / INSIGHT ON-LINE FILM | | |
| | DESIGN | VISUAL IDENTITIES BUSINESS AND PROMOTIONAL DESIGN PACKAGING DESIGN PRODUCT DESIGN DIGITAL DESIGN PRINT DESIGN POSTERS | 245 € | 270 € |
| OMNI- CHANNEL DRUM | INTEGRATED | FOOD & DRINKS HOME & ELECTRONICS HEALTH, BEAUTY & WELLNESS SPORT & FASHION TRANSPORT, TRAVEL & TOURISM MEDIA, CULTURE & ENTERTAINMENT RETAIL & PUBLIC SERVICES BUSINESS & FINANCE | 295 € | 340 € |



| | | | | |
|--|------------------------------|---|-------|-------|
| | | CORPORATE ADVERTISING | | |
| | | SOCIAL NETWORKING SOLUTIONS & COMMUNITY SITES | | |
| | CONTENT | LONG FILMS | 295 € | 340 € |
| | | SHORT FILMS | | |
| | | ONLINE & MOBILE | | |
| | | LIVE EXPERIENCE | | |
| | | NATIVE ADVERTISING, BRAND INTEGRATION, SPONSORSHIPS & CO-PROMOTIONS | | |
| | | GAMES | | |
| | | INFLUENCER MARKETING | | |
| | | PR | | |
| | ENGAGEMENT | DIRECT | 295 € | 340 € |
| | | CREATIVE USE OF DATA | | |
| | | PUBLIC & COMMUNITY RELATIONS | | |
| | | CREATIVE USE OF MEDIA | | |
| | | REAL-TIME ENGAGEMENT | | |
| | DIGITAL, MOBILE & TECHNOLOGY | AR / VR / VOICE-ACTIVATION, CONNECTED DEVICES, DATA / INSIGHT | 295 € | 340 € |



| | | | | |
|--|---------------------------|--|-------|-------|
| | | DIGITAL & MOBILE CREATIVITY | | |
| | HEALTH & WELLNESS | CONSUMER PRODUCTS BRANDED & UNBRANDED HEALTH AWARENESS NON-PROFIT HEALTH AWARENESS HEALTH SERVICES HEALTH & WELLNESS TECH | 295 € | 340 € |
| | SPORTS, POP CULTURE & ART | SPORT INFLUENCERS ENTERTAINMENT ART | 295 € | 340 € |
| | CRAFT CHANNEL DRUM | | | |
| | INDUSTRY CRAFT | ART DIRECTION ILLUSTRATION PHOTOGRAPHY TYPOGRAPHY COPYWRITING | 245 € | 270 € |
| | MOTION CRAFT | DIRECTION CASTING CINEMATOGRAPHY PRODUCTION, DESIGN / ART DIRECTION ORIGINAL MUSIC | 245 € | 270 € |



| | | | | |
|--|---------------------|--|-------|-------|
| | | SOUND , DESIGN & ADAPTED MUSIC EDITING ANIMATION SPECIAL / VISUAL EFFECTS | | |
| | DIGITAL CRAFT | DIGITAL ILLUSTRATION & DESIGN MOTION GRAPHICS DESIGN & ANIMATION MUSIC / SOUND DESIGN STORYTELLING USE OF TECHNOLOGY USE OF CREATIVE DATA & AI USE OF EXPERIENCE (UX / UI) USE OF AR / VR | 245 € | 270 € |
| | INNOVATION CRAFT | X | 245 € | 270 € |
| CREATIVE BUSINESS EXCELLENCE DRUM | BRAND BUILDING | BRAND INTRODUCTION BRAND REINVENTION BRAND VITALITY BRAND STRATEGY AND EXPERIENCE | 275 € | 310 € |



| | | | | |
|--|---|--|-------|-------|
| | CREATIVE EFFECTIVENESS | SINGLE-COUNTRY/ REGION PROFIT SINGLE-COUNTRY/ REGION NON-PROFIT MULTI-COUNTRY/ REGION PROFIT MULTI-COUNTRY/ REGION NON-PROFIT | 275 € | 310 € |
| | e/MCOMMERCE, COMMUNITY & USE OF EXPERIENCE | eCOMMERCE & mCOMMERCE COMMUNITY MANAGEMENT USE OF EXPERIENCE (UX / UI) | 275 € | 310 € |
| | SUSTAINABLE BUSINESS SOLUTIONS | CORPORATE SUSTAINABILITY (DATA, SOCIAL, ENVIRONMENTAL...) PRODUCT & SERVICES OTHER | 275 € | 310 € |
| | ACTIVATION | TECHNOLOGY-LED ACTIVATION SOCIAL MEDIA ENGAGEMENT MOBILE ACTIVATION WEBSITE ACTIVATION CROSS-PLATFORM ACTIVATION LIVE ACTIVATION | 275 € | 310 € |
| | CONTENT | TARGETED STORYTELLING & EXPERIENCE CROSS-PLATFORM STORYTELLING REAL-TIME ACTION CONTENT | 275 € | 310 € |



| | | | | |
|------------|---------------------------|---|---------|---------|
| ALL JURIES | | USER GENERATED CONTENT | | |
| | INNOVATION | COMMUNICATION AND MEDIA INNOVATION PRODUCT OR SERVICE INNOVATION INNOVATIVE USE OF TECHNOLOGY | 275 € | 310 € |
| | GENIUS LOCI/ LOCAL SPIRIT | X | 275 € | 310 € |
| | SOCIAL GOOD | NON-PROFIT SOCIAL GOOD PROFIT SOCIAL GOOD | 275 € | 310 € |
| | COVID-19 | X | 155 €** | 155 €** |

*Price of the entry does not include the 22 % VAT.

**The price in group COVID-19 is 50 % the price of entries in section ALL JURIES. The price of the entry already includes 50 % discount. Full price is 310 € per entry .

*** **MORE IS MORE 10 + 1:** If you enter 11 works, the entry with the lowest fee is free of charge.