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REBUILDING CONNECTION

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GOLDEN DRUM international festival of creativity

ENTRY HANDBOOK

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1. ALL IMPORTANT DATES, RANKINGS AND CONTACTS

KEY DATES TO REMEMBER

All entries must have been aired/published/implemented for the first time between 1 September 2021 and 5 August 2022. 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 2021. Entries must not have been entered in the Golden Drum competition in previous years.

DEADLINE FOR ENTRY SUBMISSION: 5 August 2022 at midnight (CET) **GOLDEN DRUM AWARDS SHOW:** Friday, 23 September 2022

Golden Drum Awards: 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, Adriatic Agency of the Year, Brand Grand Prix, Independent Agency of the Year, Agency of the Year, Production Agency of the Year, Digital Agency of the Year, Creative Director of the Year, Network of the Year as the winners of Young Drummers Competition.

GOLDEN DRUM ON RANKINGS

INTERNATIONAL

WARC

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



AdForum

Golden Drum is included in AdForum Business Creative Report, a unique ranking of the world's most-awarded campaigns by industry sector. It currently covers Automotive, Finance, Food & Beverages, Health & Beauty, Luxury, Retail, Technology, Transport & Tourism. The only report of its kind, it allows advertisers and agencies to benchmark their creative impact against competitors in the same sector, and to draw inspiration from the campaigns that have made headlines. It is based on the results of 40 awards shows - worldwide, regional, local, specialist or not.



NATIONAL

Ukraine

Golden Drum is included on the Ukrainian International Ranking of Creativity.

Baltic states

Golden Drum is included on Baltic Agency Rankings.

Belarus*

Golden Drum is included on the Belarus Ranking of Creative Agencies.

Russia*

Golden Drum is included on Russian National Creativity Rating RACA (5 points), Creativity Rating of Digital Agencies (5 points) and Communication Agencies Efficiency Rating (8 points).

*Golden Drum, international festival of creativity, has suspended Russia and Belarus from submitting entries into this year's competition.

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

+386 1 439 60 50 info@goldendrum.com

COMPETITION

+ 386 1 439 60 41 entries@goldendrum.com

2. WHAT IS NEW

The Golden Drum Competition has undergone major changes in 2021, with four main competition sections and a special one, with new sustainable trophies, a new point system, and the newly presented Bronze Drum award.

In 2022, Golden Drum is extending its partnership with Little Black Book – all Grand Prixes won at the festival will be directly and free of charge entered into the competition of The Immortal Awards. The eligibility period for The Immortal Awards runs from 1 September 2021 and 31 Avgust 2022. The company with the winning entry will receive a complimentary membership to Little Black Book, providing entry to the Immortal Awards as well as the opportunity to take advantage of the full Little Black Book offer (est. value 1.200 €).

NOVELTIES PRESENTED BY THE FESTIVAL:

Pricing

Introducing the Super Early Bird Entry Fee, extension of the Quantity and Covid-19 Group discounts.

With the introduction of an additional Early Bird Rate – the Super Early Bird Fee, Golden Drum Competition is now also accessible to entrants with lower festival participation budgets.

Entrants are able to choose among the Super Early Bird, the Early Bird, and the Standard Entry fees.

Additional discounts are being planned. Since the Covid pandemic has not ended, we are keeping the Covid-19 group in the All Juries section and setting a 50% lower fee for entries in this group.

The quantity discount 10 + 1 also features in 2022: if you enter 11 works, the entry with the lowest fee is accepted free of charge.

New price for entering a series of works

Golden Drum festival is also presenting new possibilities for entering a series of works into the competition. The pricing of the series applies as follows: first entry of the series will be charged by the entry fee for the individual group (as posted on the Golden Drum website), while each additional entry within the series is charged a flat fee of 50 € per entry.

Competition

New Awards

Golden Drum Festival is presenting two new special awards to the existing list of awards:

Production Agency of the Year Award recognises the best production company showing outstanding pre- or post-production work for campaigns entered into the competition. The award will be presented to the production company that collects the most points in festival competition.

Digital Agency of the Year Award celebrates the best digital agency showing exceptional creativity in digital. The award will be presented to the digital agency that collects the most points in festival competition.

Points for the new awards will be allocated based on the online entry submission form, where the production company and digital agency are entered as contributing companies (in the fields "PRODUCTION COMPANY" and "DIGITAL AGENCY"). It is the entrant's responsibility to enter the collaborating production companies and digital agencies accordingly.

Group Engagement with a new category

Group C. Engagement (Omni-Channel Drum) has been improved with a new group description and a new category: Creative Use of Technology, celebrating the creative and innovative use of technology towards a better user experience and increased consumer engagement. Market result metrics will now also receive more attention in the judging of the Engagement group, so the entrants should provide quantifiable result data.

All Juries Section - change in the judging process

The All Juries section includes three special Golden Drum groups: Social Good, Genius Loci/ Local Spirit, and Covid-19.

This section will be shortlisted by all four juries in the first round of judging, and will include four jury presidents and 2 representatives of each of the four juries chosen by the organiser in the second round of judging for the awards. By inviting an additional eight (8) jury members to the second stage to judge the award entries, discussion will generate more perspective and diverse insight into these special groups, resulting in a fair judging process.

3. AWARDS

The festival is adding the **Production Agency of the Year and Digital Agency of the Year Award** to its list of awards. The single edition **Best of COVID-19** for the best work in the COVID-19 group will also be given out as aspecial award at Golden Drum 2022.

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

- Finalist (Shortlist)
- Bronze Drum
- Silver Drum
- Golden Drum
- Grand Prix
- The Best of Social Good
- The Best of Genius Loci
- The Best of Covid-19
- Adriatic Agency of the Year is a special award and 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.
- Brand Grand Prix for the advertised brand that collects the most points
- Independent Agency of the Year for the most successful independent advertising agency that collects the most points
- Agency of the Year for the agency that collects the most points.
- Production Agency of the Year for the production company that collects the most points. (NEW in 2022)
- Digital Agency of the Year for the digital agency that collects the most points. (NEW in 2022)
- Creative Director of the Year 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.
- Network of the Year for the most successful advertising network on the basis of the points of all agencies that comprise the network in question.

EVERY GRAND PRIX WINNER AT THE GOLDEN DRUM 2022 TO BE ENTERED DIRECTLY INTO IMMORTAL AWARDS

Little Black Book's partnership with The Golden Drum will see all Grand Prix winners entered directly, free of charge, into the relevant regional competition of The Immortal Awards. The company that has entered the winning work receives a complimentary membership to Little Black Book (with a value of 1.200 €) that will allow them to enter the Immortal Awards as well as offering them the opportunity to take advantage of all that Little Black Book offers.

4. POINTS

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

Award	Points
Finalist	1
Bronze Drum	2
Silver Drum	4
Golden Drum	8
Grand Prix	12
*Best of Genius Loci	12
**Best of Social Good	12
***Best of COVID-19	12

* 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	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

Anselmo Ramos



President of the One-Channel Drum Jury



ONE-CHANNEL Jury

Anselmo Ramos, Co-Founder and Creative Chairman, GUT, North America / South America – Jury President

Rita Alberti, Creative Director, ACG Budapest, Hungary

Sandra Bold, Global Creative Director, Publicis Milan, Italy

Ivan Čadež, Creative Director, BBDO Zagreb, Croatia

Martin Dimitrov, Creative Director and Partner, Nitram, Bulgaria

Mateo Fernandez, Creative Director, McCann Paris, France

Zoran Gabrijan, Partner and Creative Director, Futura DDB, Slovenia

Berk Kuşaksız, Founder, Digital Advice Lab, Turkey

Anna Nowak, Creative Technology Manager, Isobar Poland, Poland

Eduard Piños, Head of Digital Transformation, Optimist, Czech Republic

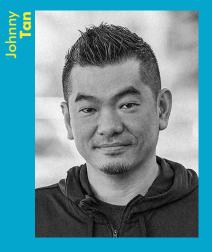
Francesco Andrea Poletti, Chief Creative Officer, VMLY&R Italy, Italy

Daniela Sobitschka, Creative Director, Demner, Merlicek & Bergmann, Austria

Ana Šutić, Chief Creative Officer, New Moment Serbia, Serbia



omni-channel drum jury



President of the Omni-Channel Drum Jury



OMNI-CHANNEL DRUM Jury

Johnny Tan, Executive Creative Director, 72andSunny, Asia Pacific – Jury President

Vasilije Čorluka, Chief Creative Officer, Leo Burnett Bucharest, Romania

Lavinia Francia, Creative Director, Ogilvy, Italy

Kinga Grzelewska, Managing Partner and Creative Director, MullenLowe Warsaw, Poland

Ivana Hornická Pacoňová, Co-Founder and Senior Copywriter, Kreatívna Dvojica, Slovakia

Vera Länger, Creative Director, Artificial Group, Hungary

Levan Lepsveridze, Co-Founder and Creative Chairman, Leavingstone, Georgia

Emrah Pamuk, Chief Executive Officer and Co-Founder, Digital Exchange, Turkey

Ruxandra Papuc, Executive Creative Director, McCann Worldgroup, Romania

Jyrki Poutanen, Chief Creative Officer, TBWA\Helsinki, Finland

Dora Pružincová, Chief Creative Officer, DDB Prague, Czech Republic

Bartłomiej Rams, Creative Director and Partner, Heart&Brain, Poland

Giannis Sorotos, Creative Director, The Newtons Laboratory, Greece

Ivica Spasovski, Founder and Creative Director, Public Diplomacy Skopje, Macedonia

Masha Teterin, Independent Art Director and Graphic Designer, Ukraine



craft drum jury

Sandra Planeta President of the Craft Drum Jury Bojana Fajmut Özge Güven Horut Jakub Marsel **Levi** Oren **Meir** Serhii **Malyk** Roxana



Vora



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CRAFT DRUM Jury

Sandra Planeta, Creative Director and Founder, Planeta Design, Sweden – Jury President

Bojana Fajmut, Independent Consultant for Creative Business Solutions and Innovations, Slovenia

Özge Güven, Design Director, TBWA / Istanbul, Turkey

Jiří Horut, Visual Artist, Head of Craft and Creative, McCann Prague, Czech Republic

Jakub Kolarik, Creative Director, Havas Prague, Czech Republic

Marsel Levi, Creative Director and Partner, Noble Graphics, Bulgaria

Serhii Malyk, Co-Founder and Creative Director, ANGRY agency, Ukraine

Oren Meir, Chief Executive Officer and Chief Creative Director, Addict, Israel

Roxana Nita, Creative Director, DDB Romania, Romania

Nora Obergeschwandner, Creative Director, moodley design group, Austria

Vladimir Radivojević, Creative Director, Communis, Serbia

Una Rozenbauma, Creative Director, Rozenbauma un māsas, Latvia

Kosta Schneider, Chief Creative Director, Publicis Groupe Ukraine, Ukraine



creative business excellence drum jury



Joanna <mark>Viseman Souza</mark>



CREATIVE BUSINESS EXCELLENCE DRUM Jury

Danielle Crook-Davies, Vice President of Marketing, Netflix, EMEA – Jury President

Carlos Cantú, Business Marketing Director, Twitter, EMEA

Sylwia Chada, General Manager, TikTok, Central Europe

Dr. Cüneyt Devrim, Chief Executive Officer, Havas Istanbul, Turkey

Monica Eftimie, Chief Marketing Officer, KFC, Pizza Hut and Taco Bell, Romania

Adéla Krausová, Managing Director, WMC/Grey, Czech Republic

Damien Marchi, Senior Vice-President, CSR Development, Vivendi, France

Michal Pastier,

Creative Director and Co-Founder, Darwin & the Machines, GoBigname, Slovakia

Franck Ricard Head of Digital, Vision Care International, Alcon, Switzerland

Jorg Riommi, Chief Creative Officer, Publicis Groupe, Central and Eastern Europe

Peggy Rouffiac, Regional Marketing Director, Dell Technologies, Central Eastern Europe

Emilia Stefanova, Managing Director, All Channels Advertising, Bulgaria

Ruža Tomić Fontana, General Manager, Coca-Cola HBC, Adria

Joanna Wiseman Souza, Global Marketing Lead, UNICEF, Switzerland



all juries drum jury

This section will be shortlisted by all four juries in the first round of judging, and will include four jury presidents and 2 representatives of each of the four juries chosen by the organiser in the second round of judging for the awards.



ALL JURIES Drum Jury

Anselmo Ramos,

Co-Founder and Creative Chairman, GUT, North America / South America – One-Channel Jury President

Johnny Tan, Executive Creative Director, 72andSunny, Asia Pacific – Omni-Channel Jury President

Sandra Planeta, Creative Director and Founder, Planeta Design, Sweden – Craft Jury President

Danielle Crook-Davies, Vice President of Marketing, Netflix, EMEA – Creative Business Excellence Jury President

Anna Nowak, Creative Technology Manager, Isobar Poland, Poland

Martin Dimitrov, Creative Director and Partner, Nitram, Bulgaria

Ruxandra Papuc, Executive Creative Director, McCann Worldgroup, Romania

Dora Pružincová,

Chief Creative Officer, DDB Prague, Czech Republic

Marsel Levi, Creative Director and Partner, Noble Graphics, Bulgaria

Oren Meir, Chief Executive Officer and Chief Creative Director, Addict, Israel

Dr. Cüneyt Devrim, Chief Executive Officer, Havas Istanbul, Turkey

Jorg Riommi, Chief Creative Officer, Publicis Groupe, Central and Eastern Europe



young drummers competition jury



President of the Young Drummers Competition Jury





Florian Knogler







Tina Sračnje



YOUNG DRUMMERS COMPETITION Jury

Ghada Wali, Founder and Creative Director, Wali's Studio, Egypt – Jury President

Hande Arslan, Founder and Executive Creative Director, Uber, Turkey

Florian Knogler, Owner and Creative Director, Zunder, Austria

Katja Nared, Content Marketing Project Manager, Slovenian Tourist Board, Slovenia

Tina Sračnjek, Project Manager, Digital Content Marketing, Slovenian Tourist Board, Slovenia

*Golden Drum, international festival of creativity, has suspended Russia and Belarus from having representatives in the juries.

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. 17 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 and 2 representatives of each of the four juries chosen by the festival organiser 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: <u>JUDGING RULES</u>

7. THE COMPETITION STRUCTURE

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.

*Golden Drum, international festival of creativity, has suspended Russia and Belarus from submitting entries into this year's competition and from having representatives in the juries, with immediate effect.

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. This section will be shortlisted by all four juries in the first round of judging, and will include four jury presidents and 2 representatives of each of the four juries chosen by the organiser in the second round of judging for the awards.

SECTION ONE-CHANNEL

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.

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

SECTION OMNI-CHANNEL

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 has 6 groups each with multiple categories: Integrated; Content; Engagement; Digital, Mobile & Technology; Health & Wellness; Sports, Pop Culture & Art.

SECTION CRAFT

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 has 4 groups with multiple categories: Industry Craft, Motion Craft, Digital Craft and Innovation Craft.

SECTION CREATIVE BUSINESS EXCELLENCE

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 and achieved quantifiable business results. During judging, the following criteria will be considered: creative idea & strategy, experience & implementation, data showing concrete business results. Entries lacking business results will not be considered for awards in this section.

This section has 7 groups each with multiple categories: Brand Building; Creative Effectiveness; e/mCommerce, Community & Use of Experience; Sustainable Business Solutions; Activation; Content; Innovation.

ALL JURIES

This section will be shortlisted by all four juries in the first round of judging, and will include four jury presidents and 2 representatives of each of the four juries chosen by the organiser in the second round of judging for awards. 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 group focuses on understanding the distinctive local spirit as of the home country and showcasing it in the creative strategy and execution.

SOCIAL GOOD group focuses on multiple executions as well as events, social activations and integrated campaigns that deal with social, mental and environmental awareness, humanitarian, charity and other public and non-profit or profit communication.

COVID-19 group is this year's special group designed for entries that are specifically made to inform and include the public into the COVID-19 debate and to build awareness about Coronavirus.

28. GOLDEN DRUM COMPETITION / 2022

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

> PRINT OUT OF HOME

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.

& TECHNOLOGY

HEALTH & WELLNESS

SPORTS, POP CULTURE & ART

excellence 6

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 INNOVATION CRAFT

Entries will be shortlisted 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

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

BRAND BUILDING

CREATIVE EFFECTIVENESS

the business industry.

e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE

SUSTAINABLE BUSINESS SOLUTIONS



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. Creative use of Technology
- 22. Public & Community Relations
- 23. Creative use of Media
- 24. Real-time engagement

D. DIGITAL, MOBILE & TECHNOLOGY

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

E. HEALTH & WELLNESS

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

F. SPORTS, POP CULTURE & ART

- 32. Sport
- 33. Influencers
- 34. Entertainment
- 35. 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 <u>Golden</u> <u>drum website</u>.

- 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 <u>www.goldendrum.com</u>.
- 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.

No actual samples of entries are required in any groups.

ENTRY SUBMISSION

Entries shall only be submitted via ONLINE SUBMISSION system accessible at <u>https://engine.goldendrum.com</u>.

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.

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

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

AUDIO

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

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

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 <u>www.goldendrum.com</u>.

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 <u>www.goldendrum.com</u>. 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. 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 <u>technical requirements</u> 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 <u>the VIES system</u>.
- Check our <u>TIPS FOR SUBMITTING ENTRIES</u>.
- 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 <u>entries@goldendrum.com</u>
 or call us.

WE WISH YOU LOTS OF SUCCESS!

12. 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 <u>Eligibility Rules and Conditions</u> 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. <u>I CAN'T FINALISE MY ENTRY. WHAT CAN I DO?</u> 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.

13. ENTRY FEES

GROUP	NET PRICE* - SUPER EARLY BIRD FEE UNTIL 20 APRIL 2022	NET PRICE* - EARLY BIRD FEE UNTIL 10 JUNE 2022	
ONE-CHANNEL DRUM			
FILM	240 €	260 €	275 €
PRINT	240 €	260 €	275 €
OUT OF HOME (OOH)	240 €	260 €	275 €
AUDIO	240 €	260 €	275 €
DIGITAL, MOBILE & TECHNOLOGY	240 €	260 €	275 €
DESIGN	240 €	260 €	275 €

OMNI-CHANNEL DRUM

INTEGRATED	290 €	315 €	345 €
CONTENT	290 €	315 €	345 €
ENGAGEMENT	290 €	315 €	345 €
DIGITAL, MOBILE & TECHNOLOGY	290 €	315 €	345 €
HEALTH & WELLNESS	290 €	315 €	345 €
SPORTS, POP CULTURE & ART	290 €	315 €	345 €

CRAFT CHANNEL DRUM

INDUSTRY CRAFT	240 €	260 €	275 €
MOTION CRAFT	240 €	260 €	275 €
DIGITAL CRAFT	240 €	260 €	275 €
INNOVATION CRAFT	240 €	250 €	275 €

CREATIVE BUSINESS EXCELLENCE DRUM

BRAND BUILDING	270 €	290 €	315 €
CREATIVE EFFECTIVENESS	270 €	290 €	315 €
e/MCOMMERCE, COMMUNITY & USE OF EXPERIENCE	270 €	290 €	315 €
SUSTAINABLE BUSINESS SOLUTIONS	270 €	290 €	315 €
ACTIVATION	270 €	290 €	315 €
CONTENT	275 €	290 €	315 €
INNOVATION	270 €	290 €	315 €
ALL JURIES			
GENIUS LOCI/LOCAL SPIRIT	270 €	290 €	315 €
SOCIAL GOOD	270 €	290 €	315 €
COVID-19	160 €**	160 €**	160 €**

*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.

* * * **MORE IS MORE 10 + 1:** If you enter 10 entries, the Golden Drum Festival offers you one entry free of charge!

* * * * ENTERING A SERIES OF ENTRIES

A series of entries can be entered in section One-Channel Drum group A. Film, B. Print, C. Out of home and D. Audio, section Craft Drum group A. Industry Craft, B. Motion Craft, C. Digital Craft and D. Innovation Craft, and section All Juries group A. Genius Loci/Local Spirit, B. Social good and C. COVID-19.

The price of the series applies as follows: first entry of the series will be charged by the entry fee for the individual group (by the entry fee posted on the Golden Drum website Fees & Payment), while each additional entry within the series will be charged a flat fee of 50 € per entry (no matter how many entries follow):

1st entry 240 € (super early bird price for first entry in group A. FILM)

2nd entry + 50 €

3rd entry + 50 €

... and each additional entry + 50 €.

14. YOUNG DRUMMERS COMPETITION

Slovenian Tourist Board and Golden Drum invite you to participate in the Young Drummers Competition for the best and most <u>creative poster</u> or <u>video</u>, this year on the topic of:

Hey you, become the future of tourism!

BRIEF

The creative solution should increase the visibility of professions in tourism and encourage young population to choose a career in tourism. Poster/poster series or short video/ video series should inspire and motivate the user.

Creative solutions should be suitable for social media channels used by the target group, as well as for traditional forms of communication.

TARGET GROUPS

Creative solutions address young people who are in the process of deciding on their future education (primary and secondary school students). The aim is to persuade them to enroll in a high school or higher education program that educates for and promotes professions in tourism, be it in the catering industry, the hospitality industry or tourism more broadly.

COMMUNICATION GOALS

To present professions in tourism (catering and / or hotel industry) in an interesting, original and above all creative way, and to convince for enrollment in high schools or university programs that educate for work in tourism.

COMMUNICATION AREA/MARKET

Communication activities will be carried out on the domestic, Slovenian market. They will also be shown globally as an example of good practice.

IMPORTANT

You can use the video materials available in the <u>Media Library</u> on the website of the Slovenian Tourist Board, your own video footage, photographs, and animations. The Media Library contains video materials that are available free of charge for the competition. A login is required to use the Media Library.

Should you use the video materials from the Media Library, you must respect the video's copyrights and also list the author's name in a special field in the Golden Drum's entry system.

Young Drummers Competition opening: 22 March 2022 Deadline for submissions: 5 August 2022 Registration fee: EUR 25 (VAT not included)

SPECIAL CONDITION: PARTICIPANTS MUST BE YOUNGER THAN 30 YEARS OF AGE!

The competition is open worldwide!*

*Golden Drum, international festival of creativity, has suspended Russia and Belarus from submitting entries into this year's competition.

THE REQUIREMENTS FOR PARTICIPATING IN THE YOUNG DRUMMERS COMPETITION:

- 1. Registration and the submission of works: All works must be registered via the online registration system at the website <u>engine.goldendrum.com</u>
- 2. Registration fee: the registration fee is EUR 25 (VAT not included).
- 3. Where and how to submit works: your work must be uploaded to the <u>online</u> <u>registration system</u>. Please observe the technical instructions for the submission of works carefully.
- Creative concept: one creative concept may include a series of posters/videos (max.
 3) with the same concept/idea (all parts/materials of the series must be included in one registration form). Each new creative concept must be registered and paid as a new entry.

AWARD

The author of the best poster or poster series/video or video series will be awarded 1,000 EUR* prize by the Slovenian Tourist Board and Golden Drum Festival. The Golden Drum Festival will grant the winner a free pass to attend the Golden Drum Day and Golden Drum Awards Show on 23 September 2022. The winner and its work will also be highlighted at the Golden Drum Festival 2022.

The prize will be awarded live at the Golden Drum Awards Show on 23 September 2022.

Shortlisted posters/videos will be presented on the website <u>www.goldendrum.com.</u>