

2023

SLO

PORTOROŽ  
SLOVENIA

# ENTRY BOOK



09 – 10  
OCT 2023

INTERNATIONAL  
FESTIVAL  
OF CREATIVITY

GOLDEN  
DRUM



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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 16 August 2022 and 21 August 2023. 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 16 August 2022. Entries must not have been entered in the Golden Drum competition in previous years.

**DEADLINE FOR ENTRY SUBMISSION: 21 August 2023** at midnight (CET)

**GOLDEN DRUM AWARDS SHOW: Tuesday, 10 October 2023**

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, Game Changer, Adriatic Agency of the Year, Brand Grand Prix, Independent Agency of the Year, Agency of the Year, Media 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.

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## 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.



Creative 100

### 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.



## 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** IN 2023

The festival competition has been enriched by a brand-new competition pillar **Creative Media Excellence Drum section**. With it, the festival also introduces a new award for the best **Media Agency of the Year**. Newly added to the competition is also a **Game Changer** group that's open to entrants **worldwide**.

Golden Drum in 2023 welcomes among entrants **four new European markets** and extends the partnership with **Little Black Book**; all Grand Prix won at the festival will again be directly and free of charge entered into **The Immortal Awards** competition.

### *NOVELTIES PRESENTED BY THE FESTIVAL:*

#### PRICING

The Festival introduces a revised special offer for all entrants that submit a larger number of entries. For every 10 entries, the entrant gets one full delegate pass for attending Golden Drum Festival (9-10 October 2023, Portorož, Slovenia) free of charge.

All Ukrainian entrants will receive 80% discount on entry fees.

#### COMPETITION

##### NEW AWARDS

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

**Media Agency of the Year** celebrates the best media agency demonstrating outstanding creativity and excellence in media. The award will be presented to the media agency that collects the most points in festival competition.

The best work in the new group open to entrants worldwide will receive the **Game Changer award** for the work that best challenges the traditional ways of advertising through their idea, concept and/or execution.

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## CHANGES IN ONE- AND OMNI-CHANNEL SECTIONS

The categories of One-Channel and Omni-Channel section groups have been revised and reshaped.

Group A. INTEGRATED has been divided into two **categories: Profit and Non-Profit**. Category Profit has two new **subcategories: Product and Services**.

Groups E. DIGITAL, MOBILE & TECHNOLOGY in One Channel and D. DIGITAL, MOBILE & TECHNOLOGY in Omni Channel have been improved by additional **category: NFT**. Moreover, in both groups their already existing category **AR / VR / Voice-activation, Connected Devices, Data / Insight**, is now named **AR / VR / Voice-activation, Data / Insight, Metaverse**.

## CHANGES IN THE CRAFT SECTION

Group C. DIGITAL CRAFT now has an additional **category: Other Use of Technology**, which is open to any innovative use of technology that does not classify into other of the named categories in the group.

## CHANGES IN THE CREATIVE BUSINESS EXCELLENCE SECTION

Group B. CREATIVE EFFECTIVENESS has been changed and now has **two categories: Profit and Non-profit**.

## CREATIVE MEDIA EXCELLENCE SECTION

The **Creative Media Excellence Section** has been added to the competition and it is intended for creative works with an exceptional media strategy, targeting, and media execution. Judges will be focusing on smart media campaigns prioritising the creative and effective use of channels to communicate the brand's message to the target audience. Entries should demonstrate achievement of campaign goals.

This section is divided into two groups: **A. CREATIVE USE OF MEDIA** and **B. EXCELLENCE IN MEDIA**. Each group has a number of different categories.

**Creative Media Excellence jury** comprised of professionals of different backgrounds from **creative and media field** will judge work entered into this section.

## ALL JURIES SECTION – NEW GAME CHANGER GROUP

This year, Golden Drum has modified the All Juries section by withdrawing Group COVID-19 and adding a group titled **GAME CHANGER**, which is the only one in the Golden Drum Competition that is **open worldwide**.

The **GAME CHANGER group** is intended for campaigns that challenge the traditional ways of advertising through their idea, concept and/or execution. Works in this group must present a creative breakthrough, an innovative shift in the process or procedures paving the way forward in advertising, or impactful influence on the mindset and behaviour of the target audience.

The group is **open to entries worldwide** but **only the 42 countries eligible to compete at the Golden Drum Festival Competition will receive points** for Golden Drum rankings.



## EXTENDING PARTNERSHIP WITH LITTLE BLACK BOOK & ADFORUM, WARC RANKINGS

Golden Drum has extended its **partnership with [Little Black Book](#)** – all Grand Prix 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 2022 and 31 August 2023. 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 €).

Golden Drum is also included in [AdForum Business Creative Report](#), a unique ranking of the world's most-awarded campaigns by industry sector.

Golden Drum festival is included in the [WARC Creative Rankings](#).

TO THE  
BASICS,  
TO ITS →  
ESSENCE,  
REPRESENTED  
BY 09 – 10  
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CREATIVITY.

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# 3. AWARDS

The festival is adding the **Media Agency of the Year** to its list of awards. The best work in **Game Changer** group will be given out a special Game Changer award.

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
- Game Changer (**Open Worldwide**) (**NEW in 2023**)
- **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.
- **Media Agency of the Year** for the media agency that collects the most points. (**NEW in 2023**)
- **Production Agency of the Year** for the production company that collects the most points.
- **Digital Agency of the Year** for the digital agency that collects the most points.
- **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 2023 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.

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# 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
***Game Changer ( <i>Open Worldwide</i> ) ( <i>NEW in 2023</i> )	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 Group. 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 Group. 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 Game Chnager Group. However, the winner will receive the Game Changer Award. The recipient of this award gets 12 points. The group is open to entries worldwide but only the 42 countries eligible to compete at the Golden Drum Festival Competition will receive points for Golden Drum rankings. 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 Game Changer award recipients shall receive points as follows:

<b>Finalist</b>	<b>1 point for every entry</b>
<b>Bronze Drum</b>	<b>2 points (first entry) + 2 points (every additional entry)</b>
<b>Silver Drum</b>	<b>4 points (first entry) + 2 points (every additional entry)</b>
<b>Golden Drum</b>	<b>8 points (first entry) + 2 points (every additional entry)</b>
<b>Grand Prix</b>	<b>12 points (first entry) + 2 points (every additional entry)</b>
<b>Best of Social Good</b>	<b>12 points (first entry) + 2 points (every additional entry)</b>
<b>Best of Genius Loci</b>	<b>12 points (first entry) + 2 points (every additional entry)</b>
<b>Game Changer</b>	<b>12 points (first entry) + 2 points (every additional entry)</b>

\* 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 Group. 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 Group. 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 Game Changer Group. However, the winner will receive the Game Changer Award. The recipient of this award gets 12 points. The group is open to entries worldwide but only the 42 countries eligible to compete at the Golden Drum Festival Competition will receive points for Golden Drum rankings. 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

All Juries and Members of each Jury can be found on the Festival [website](#).

REPRESENTED BY CREATIVITY.

BACK TO THE BASICS.  
TO ITS ESSENCE.

TO BREATHE  
A SOUL → 29. GOLDEN DRUM

INTO A  
GREAT IDEA.

NO

PROBLEM



# 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 five international Juries, comprised especially for the five 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 five presidents and one representative of each of the five 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: [JUDGING RULES](#)



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# 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, Austria, Azerbaijan, Armenia, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark **(NEW)**, Estonia, Finland, Georgia, Greece, Hungary, Israel, Italy, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lebanon, Lithuania, Malta, Moldova, Montenegro, North Macedonia, Norway **(NEW)**, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Sweden **(NEW)**, Switzerland **(NEW)**, Turkey, Tajikistan, 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 5 main sections: **ONE-CHANNEL**, **CRAFT**, **OMNI-CHANNEL**, **CREATIVE MEDIA EXCELLENCE** and **CREATIVE BUSINESS EXCELLENCE**. Each section is subdivided into groups and categories that reflect the latest trends in the advertising and creative industry. All five sections are judged by International Juries, featuring top industry professionals.

Groups **GENIUS LOCI/LOCAL SPIRIT**, **SOCIAL GOOD** and **GAME CHANGER** were taken out from the five main competition sections. This section will be shortlisted by all five juries in the first round of judging, and will include five jury presidents and one representative of each of the five juries chosen by the organiser in the second round of judging for the awards.

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## SECTION ONE-CHANNEL

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 recognizes 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

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 MEDIA EXCELLENCE

The **CREATIVE MEDIA EXCELLENCE** section is intended for creative works with an exceptional media strategy, targeting, and media execution. Judges will be focusing on smart media campaigns prioritising the creative and effective use of channels to communicate the brand's message to the target audience. Entries should demonstrate achievement of campaign goals.

This section has two groups that are further divided into categories: Creative use of Media and Excellence in Media.

## 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 focuses on special themed groups showcasing local spirit, social good causes, and works demonstrating a creative breakthrough, an innovative shift in process or procedures that lead the way forward in advertising. Due to these subjects' distinct nature, entries here will be shortlisted by all the juries and judged for awards by the five-jury presidents and one representative from each of the 5 juries chosen by the organiser.

**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.

**GAME CHANGER (open worldwide)** group is intended for campaigns that challenge the traditional ways of advertising through their idea, concept and/or execution. Works in this group must present a creative breakthrough, an innovative shift in the process or procedures paving the way forward in advertising, or impactful influence on the mindset and behaviour of the target audience.

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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.

**one-channel drum**

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

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.

**omni-channel drum**

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

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.

**craft drum**

- INDUSTRY CRAFT
- MOTION CRAFT
- DIGITAL CRAFT
- INNOVATION CRAFT

The CREATIVE MEDIA EXCELLENCE section is intended for creative work with exceptional media strategy, targeting and media execution. Judges will be focusing on smart media campaigns that prioritise the creative and effective use of channels to communicate the brand's message with target audience.

**(NEW) creative media excellence drum**

- CREATIVE USE OF MEDIA
- EXCELLENCE IN MEDIA

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.

**creative business excellence drum**

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

This section focuses on special themed groups showcasing local spirit, social good causes, and works demonstrating a creative breakthrough, an innovative shift in process or procedures that lead the way forward in advertising. Due to these subjects' distinct nature, entries here will be shortlisted by all the juries and judged for awards by the five-jury presidents and 1 representative from each of the 5 juries chosen by the organizer.

**all juries**

- GENIUS LOCI / LOCAL SPIRIT
- SOCIAL GOOD
- (NEW) GAME CHANGER



# 8. GROUPS AND CATEGORIES

## SECTION ONE-CHANNEL DRUM

### A. FILM

1. TV/Cinema Film
2. Short Online film
3. Long Online film
4. Screens & Events
5. Innovation in Film

### B. PRINT

6. Print & Publishing
7. Publications
8. Innovation in Print & Publishing

### C. OUT OF HOME (OOH)

9. Billboards
10. Posters
11. Digital screens
12. Ambient & Experiential
13. Innovation in outdoor

### D. AUDIO

14. Radio & Audio
15. Other forms of audio communication
16. Creative use of Sound

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## E. DIGITAL, MOBILE & TECHNOLOGY

- 17. Communication and Corporate Websites
- 18. Social Networking Solutions & Community Sites
- 19. Streaming/Downloadable Creative Content and Podcasts
- 20. Banners and Off-Site Advertising
- 21. Games
- 22. Apps and Mobile Content
- 23. AR / VR / Voice-activation, Data / Insight, Metaverse
- 24. NFT

## F. DESIGN

- 25. Visual Identities
- 26. Business and Promotional Design
- 27. Packaging Design
- 28. Product Design
- 29. Digital Design
- 30. Print Design
- 31. Posters

## SECTION OMNI-CHANNEL DRUM

### A. INTEGRATED

1. Profit
  - a. Product
  - b. Services
2. Non - profit

### B. CONTENT

3. Long Films
4. Short Films
5. Online & Mobile
6. Live experience
7. Native Advertising, Brand Integration, Sponsorship & Co-Promotions
8. Games
9. Influencer Marketing
10. PR

### C. ENGAGEMENT

11. Direct
12. Creative use of Data
13. Creative use of Technology
14. Public & Community Relations
15. Creative use of Media
16. Real-time engagement

### D. DIGITAL, MOBILE & TECHNOLOGY

17. AR / VR / Voice-activation, Data / Insight, Metaverse
18. Digital & Mobile Creativity
19. NFT

### E. HEALTH & WELLNESS

20. Consumer Products
21. Branded & Unbranded Health Awareness
22. Non-profit Health Awareness
23. Health Services
24. Health & Wellness Tech

**F. SPORTS, POP CULTURE & ART**

25. Sport
26. Influencers
27. Entertainment
28. 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 AR / VR
20. Use of Creative Data & AI
21. Use of Experience (UX / UI)
22. Other Use of Technology

**D. INNOVATION CRAFT**09-10  
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## SECTION CREATIVE MEDIA EXCELLENCE DRUM

### A. CREATIVE USE OF MEDIA

1. TV & Other screens
2. Audio Platforms
3. Print/Outdoor
4. Ambient Media
5. Digital & Mobile Platforms
6. Technology
7. Social Platforms
8. Events

### B. EXCELLENCE IN MEDIA

9. Use of Creative Idea
10. Media Insights & Audience
11. Media Planning & Strategy
12. Use of Data
13. Use of Programmatic
14. Use of Low/ Small Budget
15. Influencer Campaign
16. Digital Media Engagement
17. Non-profit/Charity, NGO

## 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. Profit
6. Non-profit

### C. E/MCOMMERCE, COMMUNITY & USE OF EXPERIENCE

**D. SUSTAINABLE BUSINESS SOLUTIONS**

- 13. Targeted Storytelling & Experience
- 14. Cross-Platform Storytelling
- 15. Real-Time Action Content
- 16. User Generated Content

**E. ACTIVATION**

- 7. Technology-led Activation
- 8. Social Media Engagement
- 9. Mobile Activation
- 10. Website Activation
- 11. Cross-Platform Activation
- 12. Live Activation

**F. CONTENT**

**G. INNOVATION**

- 17. Communication and Media Innovation
- 17. Product or Service Innovation
- 18. 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. GAME CHANGER (OPEN WORLDWIDE)**

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

**There should be no agency branding on any materials submitted.** Agency names and logos should not appear on written submission, entry URL in videos or any other submitted materials. Agency may only appear in an entry submission in case their case is self-promotional.

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

Materials presenting the entered work should be of high quality and in line with the technical requirements. **The Festival organizer does not bear any responsibility for poor quality of materials submitted and will be presented as submitted.**

**No actual samples of entries are required in any groups.**

## ENTRY SUBMISSION

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

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



## SCREENSHOT (OF THE VIDEO)

Screenshots are a required material for entries that have video materials.

They will be screened at the award ceremony, should the entry be awarded.

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

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

Format	JPEG
Colour space	RGB
DPI	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	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



# 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.

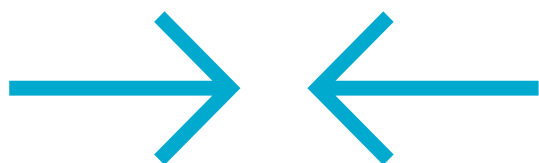
All entries submitted to the Golden Drum Festival, will be presented to jury during online judging via online / video conference system, screened at the award ceremony, should your entry be awarded, as well as published in a showcase of the entries on [www.goldendrum.com](http://www.goldendrum.com).

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

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

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# 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 [technical requirements](#) for the materials. In addition to the required materials to be presented to the juries and during the festival, you have a chance to submit optional materials. Decide early on how to best present your work.
- Collect all the **materials**.
- Check with your Accounting Department whether the Entrant Company and the Billing Company are the same, or not. Also, agree with them on the payment method (credit card or bank transfer).
- Verify your **tax status for VAT purposes** and have your correct company's tax number ready. For EU countries, you may check your tax number via [the VIES system](#).
- Check our [TIPS FOR SUBMITTING ENTRIES.](#)
- Log in to the system and submit your entries! If there's anything unclear during this process or you are in need of any assistance, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com) or call us.

## WE WISH YOU LOTS OF SUCCESS!

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

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

## SAVING AND FINALISING ENTRY

You are ready to finish your submission! After clicking 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](http://www.goldendrum.com).

# 13. ENTRY FEES

GROUP	NET PRICE* - SUPER EARLY BIRD FEE UNTIL 21 APRIL 2023	NET PRICE* - EARLY BIRD FEE UNTIL 26 JUNE 2023	NET PRICE* - STANDARD FEE FROM 27 JUNE 2023
<b>ONE-CHANNEL DRUM</b>			
FILM	270 €	305 €	345 €
PRINT	270 €	305 €	345 €
OUT OF HOME (OOH)	270 €	305 €	345 €
AUDIO	270 €	305 €	345 €
DIGITAL, MOBILE & TECHNOLOGY	270 €	305 €	345 €
DESIGN	270 €	305 €	345 €
<b>OMNI-CHANNEL DRUM</b>			
INTEGRATED	310 €	345 €	395 €
CONTENT	310 €	345 €	395 €
ENGAGEMENT	310 €	345 €	395 €
DIGITAL, MOBILE & TECHNOLOGY	310 €	345 €	395 €
HEALTH & WELLNESS	310 €	345 €	395 €
SPORTS, POP CULTURE & ART	310 €	345 €	395 €
<b>CRAFT CHANNEL DRUM</b>			
INDUSTRY CRAFT	270 €	305 €	345 €
MOTION CRAFT	270 €	305 €	345 €
DIGITAL CRAFT	270 €	305 €	345 €
INNOVATION CRAFT	270 €	305 €	345 €

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## CREATIVE MEDIA EXCELLENCE DRUM

CREATIVE USE OF MEDIA	310 €	345 €	395 €
EXCELLENCE IN MEDIA	310 €	345 €	395 €

## CREATIVE BUSINESS EXCELLENCE DRUM

BRAND BUILDING	310 €	345 €	395 €
CREATIVE EFFECTIVENESS	310 €	345 €	395 €
e/MCOMMERCE, COMMUNITY & USE OF EXPERIENCE	310 €	345 €	395 €
SUSTAINABLE BUSINESS SOLUTIONS	310 €	345 €	395 €
ACTIVATION	310 €	345 €	395 €
CONTENT	310 €	345 €	395 €
INNOVATION	310 €	345 €	395 €

## ALL JURIES

GENIUS LOCI/LOCAL SPIRIT	310 €	345 €	395 €
SOCIAL GOOD	310 €	345 €	395 €
GAME CHANGER	310 €	345 €	395 €

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

\*\*Special offer: 10 + 1 (for every 10 entries you get 1 full delegate pass free of charge).

\*\*\***Special offer for Ukrainian entrants: 80% discount on entry fees.**

\*\*\*\*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, section Creative Media Excellence Drum group B. Excellence in Media, and section All Juries group A. Genius Loci/Local Spirit, B. Social good and C. Game Changer.

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 120 € per entry (no matter how many entries follow):

1st entry 270 € (super early bird price for first entry in group A. FILM)

2nd entry + 120 €

3rd entry + 120 €

... an each additional entry + 120 €.

# 14. YOUNG DRUMMERS COMPETITION

Slovenian Tourist Board and Golden Drum invite you to participate in the Young Drummers Competition for the best and most **creative poster or poster series** on the topic:

## A DATE WITH A MASTERPIECE

### BRIEF

The creative solution should increase the interest for cultural experiences in Slovenia. Poster or poster series should inspire and motivate the user to find an excitement in visiting museums, galleries, theatres, concerts, festivals et cetera, traditional or contemporary, ancient or modern, secluded or urban.

Creative solution should be suitable for social media channels, as well as for traditional forms of communication.

### TARGET GROUPS

All who are keen on traveling and exploring new cultures and their masterpieces, no matter the age.

### COMMUNICATION GOALS

To present Slovenia as a vibrant and rich cultural destination for an urban traveller through an inspiring creative idea with a fresh twist.

### COMMUNICATION AREA/MARKET

Communication activities will be carried out on foreign and domestic markets.

### IMPORTANT

You can use the video materials available in the [Media Library](#) on the website of the Slovenian Tourist Board, your own photographs or illustrations. The Media Library contains photo materials that are available free of charge. A login is required to use the Media Library.

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

**Young Drummers Competition opening:** 10 March 2023

**Deadline for submissions:** 12 September 2023

**Registration fee:** 50 EUR (VAT not included)

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## 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 [engine.goldendrum.com](http://engine.goldendrum.com)
- 2. Registration fee:** the registration fee is 50 EUR (VAT not included) per entry (series of posters can be considered as one entry or each of the posters can be entered individually and considered as separate entries).
- 3. Where and how to submit works:** your work must be uploaded to the [online registration system](#). **Please observe the technical instructions for the submission of works carefully.**
- 4. Creative concept:** one creative concept may include a series of posters (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** 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 Festival with Golden Drum Awards Show from 9 to 10 October 2023. The winner and its work will also be highlighted at the Golden Drum Festival 2023.

The prize will be awarded live at the Golden Drum Awards Show on 10 October 2023.

**Shortlisted posters** will be presented on the website [www.goldendrum.com/showcase](http://www.goldendrum.com/showcase).

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# INTERNATIONAL FESTIVAL OF CREATIVITY

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