

# COMPETITION 2025

## ONE-CHANNEL DRUM

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

FILM

PRINT

OUT OF HOME

AUDIO

DIGITAL, MOBILE & TECHNOLOGY

DESIGN

## OMNI-CHANNEL DRUM

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

INTEGRATED

CONTENT

ENGAGEMENT

DIGITAL, MOBILE & TECHNOLOGY

HEALTH & WELLNESS

SPORTS, POP CULTURE & ART

## CRAFT DRUM

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

INDUSTRY CRAFT

MOTION CRAFT

DIGITAL CRAFT

INNOVATION CRAFT

## CREATIVE MEDIA EXCELLENCE DRUM

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.

CREATIVE USE OF MEDIA

EXCELLENCE IN MEDIA

## CREATIVE BUSINESS EXCELLENCE DRUM

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

BRAND BUILDING

CREATIVE EFFECTIVENESS

e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE

SUSTAINABLE BUSINESS SOLUTIONS

ACTIVATION

CONTENT

INNOVATION

B2B

## 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 1 representative from each of the 5 juries chosen by the organizer.

GENIUS LOCI / LOCAL SPIRIT

SOCIAL GOOD

GAME CHANGER



EYE.  
SEA.  
YOU.