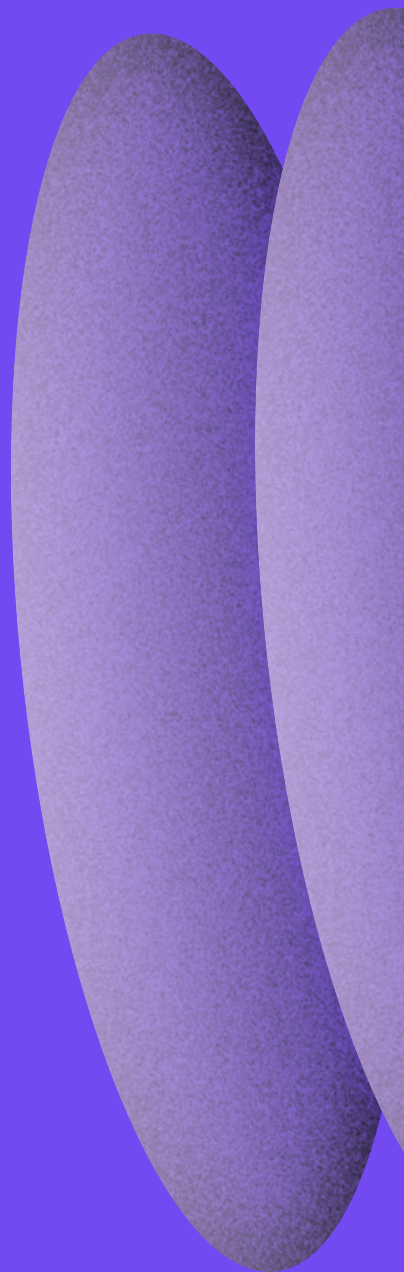


30 GOLDEN DRUM

ENTRY
BOOK



CONTENTS

1	ALL IMPORTANT DATES, RANKINGS AND CONTACTS	3
2	WHAT IS NEW IN 2024	5
3	AWARDS	6
4	POINTS	7
5	JURIES	9
6	ELIGIBILITY RULES AND JUDGING RULES	10
7	THE COMPETITION STRUCTURE	11
8	GROUPS AND CATEGORIES	15
9	TECHNICAL REQUIREMENTS	21
10	PUBLICATION OF ENTRIES	24
11	ENTRY SUBMISSION – CHECKLIST	25
12	TIPS FOR SUBMITTING ENTRIES	26
13	ENTRY FEES	28

1. ALL IMPORTANT DATES, RANKINGS AND CONTACTS

KEY DATES TO REMEMBER

All entries must have been aired/published/implemented for the first time between 22 August 2023 and 21 August 2024. Except in groups A Brand Building – category Brand Vitality and H B2B – category B2B Brand Vitality where the start of the communication must have been aired/published/implemented for the first time before 22 August 2023. Entries must not have been entered in the Golden Drum competition in previous years.

DEADLINE FOR ENTRY SUBMISSION: 21 AUGUST 2024 at 23:59 (CET)

SHORTLIST ANNOUNCEMENT: 2 October 2024 at 8 AM (CET)

GOLDEN DRUM AWARDS SHOW: 10 October 2024

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.

GOLDEN DRUM ON RANKINGS & PARTNERSHIPS

WARC

Golden Drum festival is 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.



THE DRUM

Golden Drum is included in the **World Creative Ranking by the Drum**, a leading global business publisher for the marketing and media sector. They provide actionable insights, guidance, inspiration, and solutions to help their readers make better decisions



LITTLE BLACK BOOK

Golden Drum has yet again 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 July 2023 to 31 August 2024. 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 €).

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

info@goldendrum.com

COMPETITION

entries@goldendrum.com

2. WHAT IS NEW IN 2024

The Golden Drum festival is enriching the competition by introducing a fresh **B2B group in the Creative Business Excellence Section**, offering business new opportunities to showcase their success in a fast-changing industry.

NOVELTIES PRESENTED BY THE FESTIVAL:

COMPETITION

The categories of all the section groups have been revised and reshaped to reflect the current industry changes.

B2B AS NEW ADDITION TO CREATIVE BUSINESS EXCELLENCE DRUM SECTION

Due to dynamic shifts in the industry landscape, with a distinctive focus on the B2B sector, a novel competition B2B group has been introduced, paving the way for fresh opportunities. This dynamic field invites businesses to participate, by providing a platform for innovation and strategic redefinition. As the industry undergoes a transformative phase, creativity and innovativeness become key elements for thriving in this evolving and open B2B group.

The categories in this group encompass a range of B2B-focused initiatives:

B2B Customer Events and Interface, B2B Storytelling, B2B Employer Branding and Recruitment, B2B Brand Strategy & Experience, B2B Brand Re:Fresh, B2B Brand Vitality and B2B Sustainability Business Solutions.

COMPETITION ELIGIBILITY

The Golden Drum Competition implemented a new eligibility rule, enabling **individual entries to be registered in up to three different categories within each group in the One-Channel and Omni-Channel Sections.**

The festival maintains the already existing rule in the Craft Drum (A. Industry Craft, B. Motion Craft, C. Digital Craft, and D. Innovation Craft), and Creative Media Excellence Drum (group B. Excellence in Media), where the same entry can be submitted into multiple categories within these groups.

3. AWARDS

All registered entries shall be reviewed and judged by international juries, comprised for the One-Channel, Omni-Channel, Craft, Creative Media Excellence and Creative Business Excellence sections.

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**)
- 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.
- 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 2024 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
***Game Changer (<i>Open Worldwide</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. All winners in this group are included in WARC rankings. **Although, the group is open to entries worldwide, 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:

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)
Game Changer	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 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. All winners in this group are included in WARC rankings. **Although, the group is open to entries worldwide, 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

SK
GOLDEN
DRUM

PRESIDENT OF THE
ONE-CHANNEL DRUM JURY



**GUY
WIEYNK**

GLOBAL CHIEF EXECUTIVE OFFICER,
ANALOGFOLK GROUP (AFG), UK

PRESIDENT OF THE
OMNI-CHANNEL DRUM JURY



**KENTARO
KIMURA**

INTERNATIONAL CHIEF CREATIVE OFFICER
AND CORPORATE OFFICER, HAKUHODO & FOUNDER,
HAKUHODO KETTLE, JAPAN

PRESIDENT OF THE
CRAFT DRUM JURY



**PUM
LEFEBURE**

CO-FOUNDER AND CHIEF CREATIVE OFFICER,
DESIGN ARMY, USA

PRESIDENT OF THE
CREATIVE MEDIA EXCELLENCE DRUM JURY



**JANET
LEVINE**

GLOBAL HEAD OF INVENTION,
MINDSHARE, USA

PRESIDENT OF THE
CREATIVE BUSINESS EXCELLENCE DRUM JURY



**ADAM
KERJ**

CHIEF CREATIVE OFFICER,
ACCENTURE SONG EUROPE, DENMARK

PRESIDENT OF THE
YOUNG DRUMMERS COMPETITION JURY



**ÖZGE
GÜVEN**

DESIGN DIRECTOR,
TBWA\ISTANBUL, TURKEY

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

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](#)

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, Estonia, Finland, Georgia, Greece, Hungary, Israel, Italy, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lebanon, Lithuania, Malta, Moldova, Montenegro, North Macedonia, Norway, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Sweden, Switzerland, 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, OMNI-CHANNEL, CRAFT, 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 ALL JURIES section will be shortlisted by all five juries in the first round of judging, and will include five jury presidents and a representative of each of the five juries chosen by the organiser in the second round of judging for the awards.

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

COMPETITION

2024

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 **(NEW)**

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 (open worldwide)

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

B. PRINT

5. Print & Publishing
6. Publications

C. OUT OF HOME (OOH)

7. Billboards
8. Posters
9. Digital screens
10. Ambient & Experiential

D. AUDIO

11. Radio & Audio
12. Other forms of audio communication
13. Creative use of Sound

E. DIGITAL, MOBILE & TECHNOLOGY

- 14. Communication and Corporate Websites
- 15. Social Networking Solutions & Community Sites
- 16. Streaming/Downloadable Creative Content and Podcasts
- 17. Banners and Off-Site Advertising
- 18. Games
- 19. Apps and Mobile Content
- 20. Creative use of AI / AR, Data / Insight, Metaverse, NFT

F. DESIGN

- 21. Visual Identities
- 22. Business and Promotional Design
- 23. Packaging Design
- 24. Product Design
- 25. Digital Design
- 26. Print Design
- 27. Posters

SECTION OMNI-CHANNEL DRUM

A. INTEGRATED

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

B. CONTENT

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

C. ENGAGEMENT

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

D. DIGITAL, MOBILE & TECHNOLOGY

16. Creative use of AI / AR, Data / Insight, Metaverse, NFT
17. Digital & Mobile Creativity

E. HEALTH & WELLNESS

18. Consumer Products
19. Branded & Unbranded Health Awareness
20. Non-profit Health Awareness
21. Health Services

F. SPORTS, POP CULTURE & ART

- 22. Sport
- 23. Influencers
- 24. Entertainment
- 25. 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. Animation
- 13. Special / Visual Effects

C. DIGITAL CRAFT

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

D. INNOVATION CRAFT

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. Social Platforms
7. Events

B. EXCELLENCE IN MEDIA

8. Use of Creative Idea
9. Media Insights & Audience
10. Media Planning & Strategy
11. Use of Data
12. Use of Technology
13. Use of Low/ Small Budget
14. Influencer Campaign
15. Digital Media Engagement
16. 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

E. ACTIVATION

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

F. CONTENT

- 12. Storytelling & Experience
- 13. Real-Time Action Content

G. INNOVATION

- 14. Communication and Media Innovation
- 15. Product or Service Innovation
- 16. Innovative use of Technology

H. B2B (NEW)

- 17. B2B Customer Events and Interface
- 18. B2B Storytelling
- 19. B2B Employer branding and recruitment
- 20. B2B Brand Strategy & Experience
- 21. B2B Brand Re:Fresh
- 22. B2B Brand Vitality
- 23. B2B Sustainability business solutions

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.
- 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>.

LANGUAGE OF ENTRIES

All video entry materials have to be dubbed or subtitled in English. If the entry is not a video entry and the original language is not English, entrant has to submit a file in original language and a translation into English (as text file) which will only be used for the judging purposes (as text file in .DOC format or .RTF format or .TXT format).

FORMATS OF MATERIALS SUBMITTED

Please check the requirements for submission of materials for each Group.

VIDEO

Video materials must be uploaded as MP4 files only and within a length defined for a particular group.

Resolution	Full HD (1920x1080 px), 16:9 Widescreen (preferable)
Frame rate	25fps
Scan type	Progressive
Video codec	h.264 (min 15 - max 40 mbps)
Audio codec	AAC (min 160 kbps), 44KHz
Container	MP4
File size(*)	up to 360 MB

(*) Please upload a video with the best possible resolution and within the file size limit.

Should you wish to upload the file size of your video larger than 360 MB, please contact us at entries@goldendrum.com.

SCREENSHOT (OF THE VIDEO)

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

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

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

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

Format	JPEG
Colour space	RGB
DPI	72 dpi
Size	1920 x 1080 px
File size	up to 6 MB

IMAGE

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

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	The longest side must be at least 420 mm
File size	up to 6 MB

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.

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

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

11. 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:

- Appoint an award manager: Choose someone within your company to coordinate your entry activities and act as the first point of communication with us. Check the Groups and categories.
- Read the Eligibility rules & conditions.
- Go to <http://engine.goldendrum.com> and login with your username and password. If you aren't registered yet, you have to create an account first.
- Select ENTRY SYSTEM and then click ADD NEW ENTRY button. Choose the section, group and category you want to enter...
- Check which credits and information you need for the entry form and then collect it for each work you plan to submit.
- Check the technical requirements for the materials. In addition to the required materials to be presented to the juries and during the festival, you have a chance to submit optional materials. Decide early on how to best present your work.
- Collect all the materials.
- Check with your Accounting Department whether the Entrant Company and the Billing Company are the same, or not. Also, agree with them on the payment method (credit card or bank transfer).
- Verify your tax status for VAT purposes and have your correct company's tax number ready. For EU countries, you may check your tax number via the VIES system.
- Check our TIPS FOR SUBMITTING ENTRIES.
- Log in to the system and submit your entries! If there's anything unclear during this process or you are in need of any assistance, please contact us at entries@goldendrum.com or call us.

WE WISH YOU
LOTS OF
SUCCESS!

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. 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 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.

You can find more answers to common questions on our website.
If you have any other questions write us at entries@goldendrum.com
(Competition and Young Drumers Competition) or info@goldendrum.com
(General Information).

13. ENTRY FEES

GROUP	NET PRICE* - SUPER EARLY BIRD FEE UNTIL 26 APRIL 2024	NET PRICE* - EARLY BIRD FEE UNTIL 28 JUNE 2024	NET PRICE* - STANDARD FEE FROM 29 JUNE 2024
ONE-CHANNEL DRUM			
FILM	280 €	320 €	365 €
PRINT	280 €	320 €	365 €
OUT OF HOME (OOH)	280 €	320 €	365 €
AUDIO	280 €	320 €	365 €
DIGITAL, MOBILE & TECHNOLOGY	280 €	320 €	365 €
DESIGN	280 €	320 €	365 €
OMNI-CHANNEL DRUM			
INTEGRATED	320 €	360 €	410 €
CONTENT	320 €	360 €	410 €
ENGAGEMENT	320 €	360 €	410 €
DIGITAL, MOBILE & TECHNOLOGY	320 €	360 €	410 €
HEALTH & WELLNESS	320 €	360 €	410 €
SPORTS, POP CULTURE & ART	320 €	360 €	410 €
CRAFT DRUM			
INDUSTRY CRAFT	280 €	320 €	365 €
MOTION CRAFT	280 €	320 €	365 €
DIGITAL CRAFT	280 €	320 €	365 €
INNOVATION CRAFT	280 €	320 €	365 €

CREATIVE MEDIA EXCELLENCE DRUM

CREATIVE USE OF MEDIA	320 €	360 €	410 €
EXCELLENCE IN MEDIA	320 €	360 €	410 €

CREATIVE BUSINESS EXCELLENCE DRUM

BRAND BUILDING	320 €	360 €	410 €
CREATIVE EFFECTIVENESS	320 €	360 €	410 €
e/MCOMMERCE, COMMUNITY & USE OF EXPERIENCE	320 €	360 €	410 €
SUSTAINABLE BUSINESS SOLUTIONS	320 €	360 €	410 €
ACTIVATION	320 €	360 €	410 €
CONTENT	320 €	360 €	410 €
INNOVATION	320 €	360 €	410 €
B2B	320 €	360 €	410 €

ALL JURIES

GENIUS LOCI/LOCAL SPIRIT	320 €	360 €	410 €
SOCIAL GOOD	320 €	360 €	410 €
GAME CHANGER	320 €	360 €	410 €

*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 140 € per entry (no matter how many entries follow):

1st entry 280 € (super early bird price for first entry in group A. FILM)

2nd entry + 140 €

3rd entry + 140 €

... an each additional entry + 140 €.



30.

GOLDEN DRUM

international
festival of
creativity