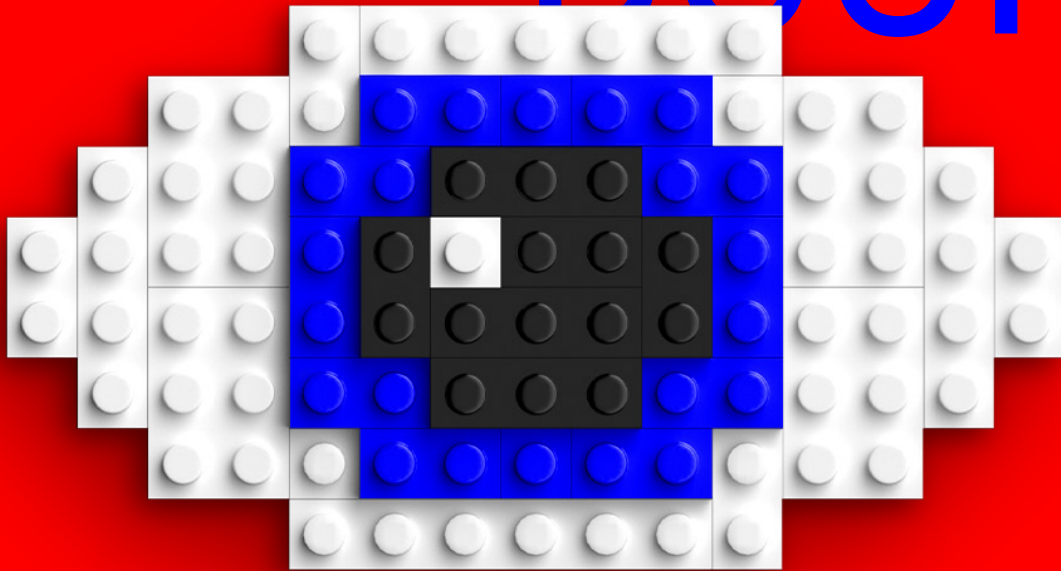


PORTOROŽ,
SLOVENIA

EYE.
SEA.
YOU.

ENTRY BOOK



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1. ALL IMPORTANT DATES, CONTACTS AND RANKINGS

KEY DATES TO REMEMBER

All entries must have been aired/published/implemented for the first time between 22 August 2024 and 22 August 2025. 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 2024. Entries must not have been entered in the Golden Drum competition in previous years.

DEADLINE FOR ENTRY SUBMISSION: 22 AUGUST 2025 at 23:59 (CET)

SHORTLIST ANNOUNCEMENT: 30 SEPTEMBER 2025 AT 8 AM (CET)

GOLDEN DRUM AWARDS SHOW: 14 OCTOBER 2025

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, Creative Director of the Year, Network of the Year as the winners of Young Drummers 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

info@goldendrum.com

COMPETITION

entries@goldendrum.com

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

The festival continues its partnership with **Little Black Book**. As part of this collaboration, all Grand Prix-winning works from Golden Drum will be entered directly and free of charge into competition of **The Immortal Awards**. The eligibility period for The Immortal Awards runs from 1 September 2024 to 31 August 2025. 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.



THENETWORKONE

As part of the partnership with **thenetworkone** all independent agencies that win Golden Drum or Grand Prix awards at the festival will receive a complimentary entry into the **Indie Awards 2026**, allowing them to submit one piece of work into a category of their choice. Eligible works must be aired, launched, or released to the public for the first time between 30 September 2024 and 31 October 2025 and must not have previously been entered into any past Indie Awards.



2. WHAT'S NEW IN 2025

The **Golden Drum Festival** continues to evolve, celebrating creativity that embodies authenticity and innovation. In 2025, we are highlighting special groups forming the **All Juries Section**. Works that honour local identity through the **Genius Loci / Local Spirit** group and those that redefine creative boundaries on a global scale in the **Game Changer** group will take center stage. Furthermore, creativity that positively influences the world, works created for profit and non-profit organisations, will shine in the **Social Good** group. Given the significance of these campaigns, they will once again be shortlisted by all five juries, with final awards determined by the five jury presidents alongside a representative from each jury.

This year marks the beginning of an exciting new partnership with **thenetworkone**, dedicated to supporting independent agencies that often face challenges in gaining global recognition. Through this collaboration, Grand Prix and Gold-winning works from independent agencies will automatically qualify for the **Indie Awards**, providing them with a platform to showcase their creative excellence on another international stage. Furthermore, our continued partnership with **Little Black Book** ensures that all Grand Prix winners gain direct entry into **The Immortal Awards** competition, further enhancing their visibility and industry recognition.

Novelties presented by the festival:

COMPETITION

While there are no significant structural changes to the groups and categories this year, updates in the entry process reflect the evolving industry landscape.

AI DISCLAIMER

A new disclosure question has been introduced, requiring entrants to specify if and how AI technology was used in their submitted works. This initiative promotes transparency, allowing the jury to evaluate entries with full context and fairness.

CULTURAL CONTEXT QUESTION

To highlight the importance of local markets, the cultural context question - previously unique to the Genius Loci / Local Spirit group - will now be expanded to all groups and categories. This expansion ensures that the jury fully understands the relevance of each entry within its specific brand, market, and moment in time.

PARTNERSHIP WITH THENETWORKONE

Golden Drum is proud to strengthen its connection with the independent agency community through a **new partnership with thenetworkone**. This collaboration amplifies independent creative excellence on a global level, celebrating and supporting agencies that push creative boundaries and redefine the industry.

As part of this initiative, all independent agencies that win Golden Drum or Grand Prix awards at the festival will receive a complimentary entry into the **Indie Awards 2026**, allowing them to submit one piece of work into a category of their choice. Eligible works must be aired, launched, or released to the public for the first time between 30 September 2024 and 31 October 2025 and must not have previously been entered into any past Indie Awards.

The Indie Awards stand as the only large-scale international awards dedicated exclusively to independent agencies across all communication disciplines, judged solely by independent agencies. This provides a unique opportunity for agencies to showcase their creativity and benchmark their work against the best in the independent sector.

Focused on recognizing talent and rewarding achievement, the Indie Awards shine a spotlight on creative excellence - without bias, politics, or favouring agency size. It's all about outstanding ideas, bold creativity, and independent spirit.

EXTENDING PARTNERSHIP WITH LITTLE BLACK BOOK & ADFORUM

The festival continues its **partnership with Little Black Book**. As part of this collaboration, all Grand Prix-winning works from Golden Drum will be entered directly and free of charge into competition of **The Immortal Awards**. The eligibility period for The Immortal Awards runs from 1 September 2024 to 31 August 2025. 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.

Golden Drum is also featured in the **AdForum Business Creative Report**, a unique ranking of the world's most-awarded campaigns by industry sector.

INTERNATIONAL RANKINGS

The festival's competition is recognized and included on the **WARC Creative Rankings, The Drum World Creative Rankings** and **AdForum Rankings**, further affirming its global impact and prestige.

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:

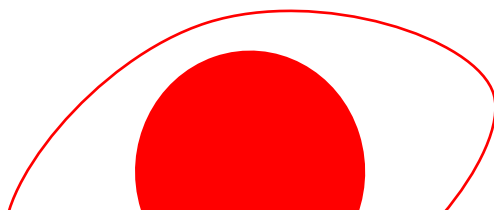
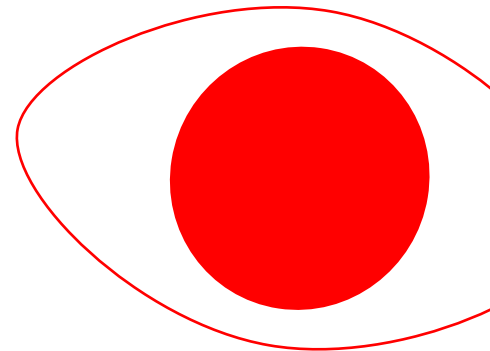
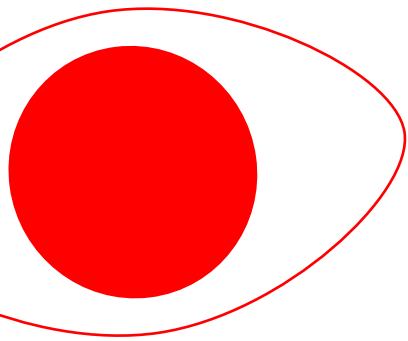
- Finalist (Shortlist)
- Bronze Drum
- Silver Drum
- Golden Drum
- Grand Prix
- Best of Social Good
- Best of Genius Loci
- Game Changer (**Open Worldwide**)
- **Adriatic Agency of the Year** is a special award and shall be presented on the basis of the Festival's points system for the most successful 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.
- **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 2025 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.

GOLDEN DRUM AND GRAND PRIX WINNERS AT GOLDEN DRUM 2025 FROM INDEPENDENT AGENCIES TO BE ENTERED INTO THE INDIE AWARDS 2026

In collaboration with thenetworkone, all independent agencies that win Golden Drum or Grand Prix awards at the festival will receive a complimentary entry into the **Indie Awards 2026**, allowing them to submit one piece of work into a category of their choice.



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 and The Drum World Creative 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 Genius Loci	12 points (first entry) + 2 points (every additional entry)
**Best of Social Good	12 points (first entry) + 2 points (every additional entry)
***Game Changer (Open Worldwide)	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 Changer 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 and The Drum World Creative 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. 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 Organizer 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](#)

6. 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 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

CREATIVE MEDIA EXCELLENCE DRUM

The CREATIVE MEDIA EXCELLENCE section is intended for creative work with an 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

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

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

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

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)

7. GROUPS AND CATEGORIES

SECTION ONE-CHANNEL DRUM

A. FILM

1. TV/Cinema Film
2. Short Film
3. Long Film

B. PRINT

4. Print & Publishing
5. Publications

C. OUT OF HOME (OOH)

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

D. AUDIO

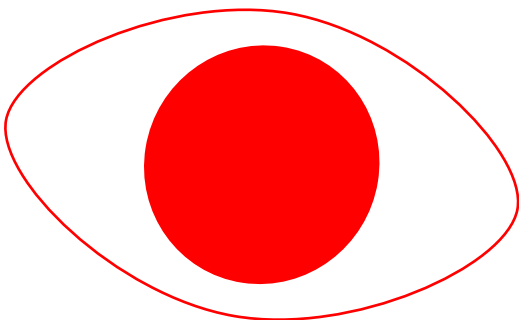
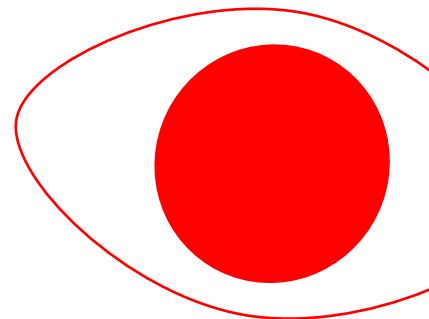
10. Radio & Audio
11. Other forms of audio communication
12. Creative use of Sound

E. DIGITAL, MOBILE & TECHNOLOGY

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

F. DESIGN

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

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)

8. 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

9. 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.

10. 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!

11. 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).

12. ENTRY FEES

GROUP	NET PRICE* - SUPER EARLY BIRD FEE UNTIL 25 APRIL 2025	NET PRICE* - EARLY BIRD FEE UNTIL 27 JUNE 2025	NET PRICE* - STANDARD FEE FROM 28 JUNE 2025
ONE-CHANNEL DRUM			
FILM	310 €	350 €	410 €
PRINT	310 €	350 €	410 €
OUT OF HOME (OOH)	310 €	350 €	410 €
AUDIO	310 €	350 €	410 €
DIGITAL, MOBILE & TECHNOLOGY	310 €	350 €	410 €
DESIGN	310 €	350 €	410 €
OMNI-CHANNEL DRUM			
INTEGRATED	350 €	390 €	450 €
CONTENT	350 €	390 €	450 €
ENGAGEMENT	350 €	390 €	450 €
DIGITAL, MOBILE & TECHNOLOGY	350 €	390 €	450 €
HEALTH & WELLNESS	350 €	390 €	450 €
SPORTS, POP CULTURE & ART	350 €	390 €	450 €
CRAFT DRUM			
INDUSTRY CRAFT	310 €	350 €	410 €
MOTION CRAFT	310 €	350 €	410 €
DIGITAL CRAFT	310 €	350 €	410 €
INNOVATION CRAFT	310 €	350 €	410 €

CREATIVE MEDIA EXCELLENCE DRUM

CREATIVE USE OF MEDIA	350 €	390 €	450 €
EXCELLENCE IN MEDIA	350 €	390 €	450 €

CREATIVE BUSINESS EXCELLENCE DRUM

BRAND BUILDING	350 €	390 €	450 €
CREATIVE EFFECTIVENESS	350 €	390 €	450 €
e/mCOMMERCE, COMMUNITY & USE OF EXPERIENCE	350 €	390 €	450 €
SUSTAINABLE BUSINESS SOLUTIONS	350 €	390 €	450 €
ACTIVATION	350 €	390 €	450 €
CONTENT	350 €	390 €	450 €
INNOVATION	350 €	390 €	450 €
B2B	350 €	390 €	450 €

ALL JURIES

GENIUS LOCI/LOCAL SPIRIT	350 €	390 €	450 €
SOCIAL GOOD	350 €	390 €	450 €
GAME CHANGER	350 €	390 €	450 €

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

**Special offer: 10 + 1 (for every 10 entries you get 1 complete delegate pass without lunch free of charge).

***Special offer for Ukrainian entrants: 50% 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 170 € per entry (no matter how many entries follow):

1st entry 310 € (super early bird price for first entry in group A. FILM), 2nd entry + 170 €, 3rd entry + 170 €
... an each additional entry + 170 €.



31.

**GOLDEN
DRUM**

international
festival of
creativity