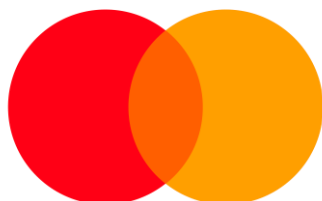




## GOLDEN DRUM: YOUNG DRUMMERS COMPETITION 2026

[Mastercard Slovenia](#) and Golden Drum invite you to participate in the Young Drummers Competition for the most creative idea and poster/poster series on the topic:

"World. One Tap Away."



**Young Drummers Competition opening:** 28 April 2026

**Deadline for submissions:** 9 September 2026

**Shortlist announced:** 29 September 2026 at 8 AM (CET)

**Winner/s announced:** 13 October 2026

**Entry format:** creative idea and poster

**Entry fee:** 70 EUR (VAT not included) Mastercard Price / 90 EUR (VAT not included) Standard Price

**Competition is open Worldwide for creatives under 30 years old!**

**Design a poster/poster series supported by a written explanation of the creative idea for Mastercard Slovenia on the topic:**

"World. One Tap Away."

Across borders, the world feels closer than ever. You can cross countries in hours, book a trip in minutes, and discover a new city with a swipe. When everything works seamlessly, travel becomes what it is meant to be — fluid, spontaneous, and full of possibility.

The best travel experiences don't happen when everything is planned, but when nothing gets in the way.

Including payment.

Mastercard already enables millions of moments across borders, from airport coffees and metro rides to local discoveries and unforgettable experiences. The opportunity is not just to show how it

works, but to express what it unlocks: a world where movement feels natural, experiences feel immediate, and nothing interrupts the flow.

As one of the world's most trusted and widely accepted payment brands, Mastercard plays a role in millions of cross-border moments. The opportunity is to transform that everyday utility into something bigger: a symbol of confidence, freedom, and belonging wherever you go.

## CREATIVE CHALLENGE

**Design a poster or a series of up to three posters supported by a written explanation of the creative idea for Mastercard Slovenia on the topic "World. One Tap Away."**

This year's creative challenge invites you to go beyond the transaction and capture a more powerful idea:

**A world where payment is so seamless, intuitive, and trusted that it becomes invisible — allowing people to move, explore, and experience without interruption.**

How would you inspire the next generation of travellers to see Mastercard as the most natural way to move through the world?

How would you visually express the feeling of freedom that comes when nothing stands between you and the experience?

How would you show that a single tap is not a payment moment, but the beginning of something else?

How would you turn a functional truth into a cultural idea people want to be part of?

**We challenge you to transform cross-border payments into something bigger than transactions: a story about movement, confidence, spontaneity, and modern travel without friction.**

Whether through metaphor, typography, photography, illustration, or unexpected visual storytelling — create a poster that makes the world of travel feel open, connected, and easy to navigate with Mastercard. Support the visuals with a written explanation of the creative idea.

## TARGET GROUPS

The creative solution should target a new generation of travellers and experience seekers — **young, culturally curious individuals (ages 18–35).**

They are:

- digitally fluent and mobile-first
- used to contactless, cashless, and app-driven experiences
- spontaneous, socially active, and experience-led
- confident at home, but not always consistent when paying abroad
- open to discovery, but sensitive to friction in unfamiliar places

They travel for:

- city breaks
- festivals
- concerts

- sport and cultural events
- weekend escapes
- work trips
- cross-border lifestyles and communities

They want travel to feel:

- easy
- intuitive
- safe
- exciting
- local, even when they're far from home

## COMMUNICATION GOALS

- Position Mastercard as the most trusted, secure, and effortless way to pay across borders.
- Shift the perception from 'paying abroad' to 'experiencing without interruption.'
- Turn a functional payment truth into an emotionally compelling idea that enables freedom, confidence, and spontaneity.
- Create a scalable visual platform for modern travel across cultures and contexts.

## STONE AND APPROACH

- Bold, emotional, authentic
- Modern, youthful, and culturally aware
- Simple, confident, and conceptually strong
- Premium, but never corporate

Brief is open to diverse artistic styles as long as the **idea is clear, memorable, scalable, and unmistakably Mastercard.**

## WHAT TO KEEP IN MIND

Your idea should reflect Mastercard's core brand truths:

- Accepted across borders
- Secure and trusted
- Convenient and intuitive
- Built for modern movement

### Important strategic note:

In some foreign markets, one of the biggest barriers to card usage abroad is still **security reassurance**. Your idea should not only celebrate freedom and spontaneity, but also reinforce a strong sense of **confidence and trust**.

## DELIVERABLES

- **One poster or a series of up to three posters in vertical format**

- **A short-written explanation of the creative idea** (from 1.500 to 2.000 characters with spacing), including:
  - the **core insight**
  - the **creative concept**
  - why it fits **Mastercard**
  - how it could scale across **the world**

## WHAT WE'RE LOOKING FOR

We are looking for ideas that:

- feel fresh, relevant, and culturally sharp
- turn a practical payment message into a strong emotional or visual story
- can work across different countries, languages, and travel moments
- feel instantly ownable for Mastercard
- are simple enough to land fast, but rich enough to grow into a wider campaign platform

**This is not just about showing a card.**

**It's about making Mastercard feel like a passport to possibility.**

## EVALUATION CRITERIA

Entries will be judged on:

- **Strength of the creative idea**
- **Relevance to the brief**
- **Originality and freshness of execution**
- **Emotional and visual impact**
- **Brand fit for Mastercard**
- **Scalability across the world and different travel contexts**

During judging, the following criteria will be considered: 60 % creative idea and 40 % poster/poster series design.

## FINAL THOUGHT

The world is full of places waiting to be discovered.

Mastercard's role is to make sure nothing gets in the way of saying yes.

True freedom in travel is not the ability to pay anywhere — but the moment you no longer have to think about paying at all.

When payment disappears, life appears.

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## IMPORTANT FOR ENTRANTS

The usage of the [logo of the client \(Mastercard Slovenia\)](#) in line with the brand name manual is mandatory. For additional inspiration follow Mastercard's "Priceless" philosophy. All materials are available at the [Mastercard's Brand Center](#).

Also using AI tools is allowed, but please be aware of the copyright.

Should you use AI tools, you must respect the copyrights and also acknowledge this in a special field in the Golden Drum's entry system.

**All the rules and legal terms and conditions** that apply to the competition should be carefully read.

## AWARD

The author or authors of **the best creative idea and poster/poster series will be awarded 1,000 EUR\* prize by Mastercard Slovenia and Golden Drum Festival**. The Golden Drum Festival will grant the winner/winners a free pass to attend the Golden Drum Festival with Golden Drum Awards Show from 12 to 13 October 2026. The winner/winners and its work will also be highlighted at the Golden Drum Festival 2026.

The prize will be awarded live at the Golden Drum on 13 October 2026 during the Golden Drum Awards Show.

Authors of the shortlisted works will receive a free pass to attend the Golden Drum Festival 2026. Shortlisted posters and winner will be presented on the website [www.goldendrum.com](http://www.goldendrum.com).

## YOUNG DRUMMERS COMPETITION JURY

- [Carl Ewald Jannerfeldt](#), Creative Director, Rocket—Science, Sweden – Jury President
- [Zsófia Erdei](#), Creative Director, Dentsu Creative Budapest, Hungary
- [Jerzy Holub](#), Vice President of Marketing and Communications, Mastercard, Poland, Czech Republic and Slovakia
- [Matthias Piskernik](#), Chief Creative Officer, Wien Nord Serviceplan, Austria
- [Stella Stoyanova](#), Art Director, HUMAN, Bulgaria

## HOW TO REGISTER & TECHNICAL REQUIREMENTS

### 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 and from having representatives in the juries.

## ENTER THE COMPETITION

### THE REQUIREMENTS FOR PARTICIPATING IN THE YOUNG DRUMMERS COMPETITION:

- **Registration and the submission of works:** All works must be registered via the online registration system at [engine.goldendrum.com](http://engine.goldendrum.com)
- **Registration fee:** the registration fee is 70 EUR (VAT not included) Mastercard price / 90 EUR (VAT not included) Standard price 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).
- **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.**

- **Creative concept:** one creative concept may include a creative idea and a poster/series of up to 3 posters (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. During judging, the following criteria will be considered: 60 % creative idea and 40 % poster/poster series design.
- **Entrant:** Creative idea and poster/poster series can have one or a maximum of two authors.

The entrant can enter 1 poster or a series of max. 3 posters.

## LANGUAGE OF ENTRIES

All poster entry materials have to be submitted in English.

## FORMATS OF THE SUBMITTED MATERIALS

### Poster:

Poster materials must be submitted as JPEG files only. One picture file is mandatory. The name of the file must be identical to the name of the work. **The poster must be in vertical 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

### Creative idea:

Submitted in a written form (from 1.500 to 2.000 characters with spacing).

If the candidate decides to enter a series of posters (max. 3), this should be specified in the creative idea that is submitted in the online entry system.

All works submitted in the framework of the Young Drummers competition will be open for votes and published in the catalogue of works at [www.goldendrum.com](http://www.goldendrum.com).

The awarded work or series will be shown at the Golden Drum on 13 October 2026 during the Golden Drum Awards Show.

For more information, please write us at: [entries@goldendrum.com](mailto:entries@goldendrum.com).

## ENTRY FEE YOUNG DRUMMERS

Entry Fee	Mastercard NET Price	Standard NET Price
Young Drummers Competition Entry	70,00 €	90,00 €

\* PRICE of the entry does not include 22% VAT. The discounted Mastercard fee applies only to payments made with Mastercard.

## VAT rules

**In accordance with the Slovenian / EU rules and regulations on VAT, there are specific rules that we, as the organizer, need to apply:**

- VAT to be charged to all Slovenian legal persons and individuals.
- VAT reverse charge procedure under Article 44 of VAT Directive for taxable person from EU having VAT identification number or taxable person from a third country possessing confirmation of being an economic operator.
- VAT charged under Article 45 of VAT Directive for non-taxable person from EU or a third country.

VAT number – a VAT rate of 22% applies in Slovenia. In order to correctly apply VAT on an invoice, we need your VAT number as well as your status of taxable or non-taxable person. Especially, this applies to the EU countries in relation to VAT reverse charge rule.

Please, do not enter any characters, other than numbers and letters. In case of wrong VAT number, the invoice will have to be cancelled and new one generated.

## COMPETITION RULES

- Only Young Drummers that are **younger than 30 years (born after 13 October 1996)** may take part, from **all parts of the world**.
- Creative idea and poster/poster series can have one or a maximum of two authors.
- 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.
- No legal proceedings may be initiated against the jury.
- The author/s declares that their work has never been published and that they are the owner of the copyrights thereof. It is the sole responsibility of the participants for the quality and ownership of copyrights for the submitted works. The participants shall hold the festival's organiser harmless from any and all liabilities against any third parties.
- Mastercard Slovenia shall receive a non-exclusive copyright to use the winning poster or poster series created for the competition **World. One Tap Away. – Young Drummers Competition**. The creative idea and poster/posters will be used exclusively for the purposes of Mastercard Slovenia and material copyrights, which cannot be transferred to third parties. For all other entered works, Mastercard Slovenia can secure material copyrights themselves, while the festival's organiser arranges direct contact with the author.
- Copyrights shall be valid without geographical constraints for the duration of the copyrights and shall include the right to adaptation.
- The author/s of the winning creative idea and poster/poster series in the competition will transfer his/her material copyrights of the created works to Mastercard Slovenia without additional payment, namely:
  - the right of reproduction, which also includes the right to save in electronic form and to audio and visual recording,
  - the right of distribution,
  - rental right,
  - the right of public communication by means of phonograms and videograms,
  - the right of making available to the public, in the full and widest possible scope, as provided for and enabled by the applicable Copyright and Related Rights Act, including making it available to the public via a computer network (including the transfer or broadcasting of the author's work or its parts by means of reception and display, including computer video screens, monitors, namely via a global computer

network that is used via the TCP/IP protocol - also known as the Internet or the World Wide Web) or some other network (including teletext distribution services, radio text and similar services, such as: pay-per channel, pay-per view, near video-on-demand and other forms of distribution or carriers) or using the telecommunications network (including WAP, UMTS, SMS, 3G and other services well-known telecommunication services, including so-called 'mobile telephony' services via GSM, GPRS, etc., with which the author's work can be made available to the public; landlines on services); the so-called multimedia rights that enable the simultaneous use of the author's work through several distribution systems or some other new technology systems that enable the communication of the author's works to the public;

- the right of public presentation,
  - the right of broadcasting,
  - the right of rebroadcasting,
  - the right of secondary broadcasting,
  - the right of transformation,
  - the right of audiovisual adaptation.
- The author/s agrees to have the submitted works published on [www.goldendrum.com](http://www.goldendrum.com), used in press releases and, providing the works are shortlisted, to have them presented during the festival.
  - The participant authorises the festival's organiser to show or publish their creative idea and poster solutions for the purposes of promoting the festival free of charge. The above authorisation shall be valid from 13 October 2026 to 13 October 2036 and may be used all over the world exclusively for the purposes of presenting the Golden Drum Festival.
  - The participants must strictly comply with the registration rules. By completing and submitting the registration form, it is assumed that the participant fully accepts the terms and conditions of the competition. A breach of any of the registration rules shall lead to an automatic disqualification of the registered work.

*\* The prize amount (1,000 EUR) is the gross value. The prize is taxed in line with Slovenian legislation, thus the appropriate amount for the advance tax payment shall be deducted. In case there are more than one author of the winning work, the monetary prize of 1,000 EUR is split between the authors.*

**Also see Judging rules & regulations.**

For more information or questions about copyrights, please get in touch at: [entries@goldendrum.com](mailto:entries@goldendrum.com).

## **JUDGING RULES AND REGULATIONS**

### **Judging Rules and Regulations for Young Drummers Competition**

- Award-winning entry/ies will be selected by an international Jury.
- The Jury reserves the right to present up to three Special Mentions next to the winner/winning pair.
- Members of the Jury and Secretary to the Jury are appointed by the Organizer.
- Each juror shall form his or her own opinion about the creativity and quality of entries independently, on the basis of his or her expertise, and shall award marks accordingly.
- The president of the Jury is responsible for the fairness of the judging and is appointed by the Organizer.

- All jury activities related to the judging of the Festival are coordinated by the Secretary to the Jury and supported by the necessary computer software and other technical equipment.
- All communication among the jurors and the Secretary shall be in English.
- The president of the Jury shall propose the judging and awarding criteria to the Jury before the judging process begins. Both the creative idea and the poster/poster series design will be considered during this time. Criteria for evaluation: 60 % creative idea and 40 % poster/poster series design.
- All members and the president of the jury shall have equal voting rights, and participate in the judging of registered entries. Each jury member shall make decisions independently and autonomously on the basis of his or her expertise, reputation and authority.
- The judging of entries in Young Drummers Competition shall be done on the basis of the entry presentations available to each jury member with the aid of online judging system. The first round of judging shall be done remotely online prior to the start of the Festival. Each jury member shall receive a list of entries and precise instructions prior to judging. Jury members shall examine all registered entries, mark each with a vote of YES or NO for inclusion on the shortlist. The shortlist shall tentatively include up to 20 % of top-ranked entries from which the winner will be selected in the second round of judging. The second round of judging shall be done online. Each jury will be brought together to judge the entries via online / video conference system at the same time to ensure a live debate and a fair evaluation of the work. Jury members shall discuss and present the winner on the basis of the consensus between jury members.
- Any juror who is in any way associated with the creation of an entry or its agency shall not judge that entry.
- Each juror may make objections and raise questions during the selection of the winner. At the request of the Jury president, he/she must provide reasons for his or her opinion.
- The decision of the Jury in all matters related to the awards is final and binding.
- Members of the jury are sworn to silence about their work as a juror and are prohibited from discussing the results with anyone prior to the official announcement in the festival's program and at the award ceremony.
- Members of the Jury should take part in the presentation of shortlisted and awarded entries, organized in a form of public debate – if so proposed by the Organizer.
- The President of the Jury should also take part in the ceremony of the Festival where the Young Drummer prize will be given.
- Upon accepting membership on the Jury, each juror agrees to abide by the above rules.