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# **GOLDEN DRUM**

international  
festival of  
creativity

# **ENTRY HANDBOOK**

[goldendrum.com](http://goldendrum.com)



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# 01 ABOUT GOLDEN DRUM

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Golden Drum, International Festival of Creativity, is more than an international competition of creative advertising and more than its legendary parties and the award shows. It is made to inspire. It is inspiring amazing work of the best creatives of the world, inspiring true friendships and everlasting bonds. It enables us to see through the eyes of the artists, it is a place where creativity is celebrated and hopes and dreams come true.

For more than two decades, Golden Drum has been bringing together creative minds to celebrate and award the best and the bravest in creativity through its Golden Drum Awards. It has become one of the most respected, trusted and well-known advertising/creative festivals. Each year since its beginning, attendees have had a chance to listen to a number of distinguished guest speakers not only from the creative marketing communication industry, but also from other walks of life, such as artists, musicians and scientists, who take the podium to share their perspectives and creativity with the festival audience.



## 02 THE NEW AWARDS STRUCTURE

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The Golden Drum Competition is the official competition of the festival. 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, Armenia, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Cyprus, Estonia, Finland, Georgia, Greece, Hungary, Israel, Italy, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lebanon, Lithuania, Macedonia, Malta, Moldova, Montenegro, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

The Golden Drum competition is divided into two main sections: **WHAT** (recognising the best solutions and most efficient implementations) and **WHY** (awarding the reason for which a certain work or campaign exist).

Each section is subdivided into groups and categories that reflect the latest trends in the advertising and creative industry.

Both sections are judged by International Juries, featuring top industry professionals:

- The **WHAT section** primarily focuses on individual works that are moving frontiers in the traditional groups *Film, Print, Out of Home, Audio, Digital & Mobile, Reach, Integrated* and *Craft*.
- The **WHY section** questions the end goal of any intervention in the communication landscape by dividing them in the groups *Activation, Brand Building, Functional Efficiency, Entertainment, Innovation, Local spirit, Pop Culture Impact* and *Social Good*.



## AWARDS

Entering the Golden Drum Competition you have a chance to win one of the following awards:

- A. **The best of What** award is chosen by the WHAT jury among Grand Prix winners in Section WHAT and **The best of Why** award is chosen by the WHY jury among Grand Prix winners in Section WHY. "Those two awards have to be awarded."
- B. **Grand Prix** award for the best Film, Print, Out of Home (OOH), Audio, Digital & Mobile, Reach, Integrated, Craft, Activation, Brand Building, Functional Efficiency, Entertainment, Innovation, Local spirit and Pop Culture Impact.
- C. **The best of good** award will be for the first time awarded to the best work with social and charity-related content entered into new category Social Good.
- D. **Golden Drum** award for the winning entry in a category.
- E. **Silver Drum** award for the second best entry in a category.
- F. **Golden Rose** award for the advertising agency that collects the most points.
- G. **Golden Dragon** award for the most successful independent advertising agency that collects the most points.
- H. **Golden Net** award for the most successful advertising network on the basis of the points of all agencies that comprise the network in question.
- I. **Brand Grand Prix** award for the advertised brand that collects the most points.



## SPECIAL AWARDS

### GOLDEN DRUM ADRIATIC AWARDS

Special Golden Drum Adriatic, Silver Drum Adriatic and Bronze Drum Adriatic Awards 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, Macedonia, Montenegro, Serbia and Slovenia. On the basis of the collected points from both the WHAT section and the WHY section, ten finalists and the three awards shall be presented. The Festival reserves the right to present three awards only and not to explicate the collected points.

### GOLDEN WATCH AWARD

Golden Watch award is the special award that will be presented to the Creative Director of the best Campaign of the Year which collects most points for the campaign and the individual entries of the same campaign in all categories in the annual Golden Drum Competition. The winner will be awarded with the title the Best Creative Director of the annual Golden Drum.

Golden Drum Adriatic awards and Golden Watch award do not receive points.

## POINTS

Entrants receive points for each short-listed or awarded entry according to the following key:

Finalist	1 point
Silver Drum	5 points
Golden Drum	9 points
Grand Prix	15 points
The Best of Good	18 points
The Best of What, The Best of Why	20 points

Only the points for the highest-ranking award shall be taken into account.



## KEY DATES

THE 25TH GOLDEN DRUM INTERNATIONAL FESTIVAL OF CREATIVITY WILL BE HELD IN PORTOROŽ FROM 17 TO 19 OCTOBER 2018 IN THE HOTEL SLOVENIJA, SLOVENIA.

The following awards will be presented at the ceremony: Silver Drum, Golden Drum and Grand Prix Awards in competition groups as well as all main awards – The best of Good, Golden Watch Award, Brand Grand Prix Award, Golden Dragon Award, Golden Rose Award, Golden Net Award, Golden Drum Adriatic Awards as well as the winners of Young Drummers Competition.

## KEY DATES TO REMEMBER!

**DEADLINE FOR ENTRY SUBMISSION:**  
13 August 2018 midnight

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**EARLY BIRD FOR DELEGATE  
REGISTRATION:**  
13 August 2018 until 14:00

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**SHORT-LISTS ANNOUNCED:**  
Wednesday, 17 October 2018, from  
10:00 hours

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**GOLDEN DRUM GALA AWARD CEREMONY:**  
Friday, 19 October 2018, at 20:00

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## 03 ELIGIBILITY RULES & CONDITIONS

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Before starting to enter your work, please review the 2018 Eligibility Rules and Conditions. They are applicable to all entries submitted in the competition.

### GENERAL CONDITIONS

1. The Golden Drum competition is open to all agencies, advertisers, clients, design or production houses, media and other parties 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, Estonia, Finland, Georgia, Greece, Hungary, Israel, Italy, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lebanon, Lithuania, Malta, Macedonia, Moldova, Montenegro, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Turkey, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.
2. All entries must have been aired/published/implemented for the first time between **1 January 2017 and 13 August 2018**. Entries must not have been entered in the Golden Drum competition in previous years.
3. **Entry deadline: 13 August 2018**. Entries cannot be cancelled or withdrawn from the festival for any reason after 10 September 2018.
4. Entries cannot be submitted without the prior consent of the advertiser/owner of the copyrights of the advertisement.
5. The quality of entries submitted and ownership of entry copyrights are the sole responsibility of each entrant. Entrants release the Festival organizer of any responsibilities to any and all third parties.





## COMPETITION ELIGIBILITY

6. Each advertisement, event or campaign constitutes one entry. An individual entry may only be registered once in the same group.
7. If the same entry is submitted into two or more groups, the relevance of individual submission and the clarity of its presentation regarding the selected group are the sole responsibility of each entrant.
8. If there are several agencies associated with the same entry, the latter is considered a joint entry. If the entry is submitted as such, the associated agencies shall be allotted points proportionately (i.e. if a work with two agencies receives 10 points, each agency shall receive half or 5 points).
9. If an entry has been created with a contribution from other companies or agencies and this contribution is deemed smaller, these other companies or agencies may be registered in countries other than those listed in Point 1 of the Eligibility Rules & Conditions. Other companies or agencies may be credited for their contribution on the entry submission form under "additional company credits". No points shall be collected by these additional company credits for overall Festival's awards.
10. Ads forming a series shall be entered and paid for separately (for a single entry), and each single entry judged separately. If you want a series to be judged as such (as one entry) and shown consecutively, you must tick the appropriate box in the entry form. 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.
11. All entries must be submitted exactly as they were aired/published/implemented, and must not be modified for entry. If an entry is not in English language, it must be translated/subtitled. The translation must be faithful to the original version.



12. It is the entrant's responsibility to check and enter all the correct credits for an entry. All credits in all Golden Drum publications will appear as stated in the entry. The Festival organizer reserves the right to correct obviously misplaced credits, spelling mistakes or inappropriate use of language, if necessary. Failure to enter the correct details, however, is the sole responsibility of the entrant.
13. All data regarding the authors of an individual entry shall be stated in the catalogue on the website [www.goldendrum.com](http://www.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 other announcements of competition results.
14. The agency name from the entry form shall be the name under which all their entries are listed and will appear on certificates and trophies if the entry is shortlisted or awarded. Please do not include suffixes e.g. GmbH, Inc., SA etc. Please also note that the agency name, agency network name, brand name and campaign name from the entry form shall be taken into account in the calculation of awards presented on the basis of the Festival's points system.
15. The Festival organizer reserves the right to change the groups and categories selected by the entrants if they deem that the group or category chosen by the entrant is incorrect, and may move the entry into a more suitable group or category. Changes to groups and categories are only made inside an individual section.
16. All entries must have been created within the context of a normal paying contract with a client, except in the "Social Good" group. The client must have paid for all the media costs or at least their majority.
17. Any entry that has been deemed in breach of any of the voluntary or regulatory codes of practice valid in the country of its origin by the relevant self-regulatory or regulatory body until the final date of judging shall be considered ineligible. It is the entrant's responsibility to withdraw an entry if a breach arises prior to judging and voting as well as the Golden Drum awards ceremony.
18. The Festival organizer may refuse entries that offend national or religious sentiments or public taste.



## JUDGING & AWARDS

19. All registered entries shall be reviewed and judged by one of two international Juries, comprised especially for the What and the Why section. The Juries may present a Grand Prix award in each of the 15 groups of entries (except Social Good group), but they reserve the right to withhold one Grand Prix in each of the two sections. In the exceptional case of a major deviation in the quality of entries judged in more than one group, and with the consent of the Competition Director of the Golden Drum Festival, each Jury reserves the right to withhold the Grand Prix award in two groups from each section. The juries may also present Golden Drum and Silver Drum awards to the best entries in a category, but are not obliged to do so.
20. **The best of What** will be chosen by the What jury among Grand Prix winners in Section What and **The best of Why** will be chosen by the Why jury among Grand Prix winners in Section Why. Those two awards have to be awarded.
21. Entries submitted to the Social Good group, or deemed by their content to be social and charity-related entries, may not receive the Grand Prix award. However, all social and charity-related entries grouped in the Social Good group will be judged by the Why jury and the winner will receive **The best of Good** award. The recipient of this award receives 18 points. The Juries reserve the right to withhold this award. The rule does not apply to Social commercial advertising (socially responsible promotion of products, services and brands) which is eligible for Grand Prix.



22. Entries included on the shortlist and Silver Drum, Golden Drum and Grand Prix award recipients shall receive points as follows:

Finalist	1 point
Silver Drum	5 points
Golden Drum	9 points
Grand Prix	15 points
The Best of Good	18 points
The Best of What,	
The Best of Why	20 points

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.

23. The following awards shall be presented on the basis of the aforementioned points system: the **Golden Rose** for the agency that collects the most points; the **Golden Net** for the most successful advertising network on the basis of the points of all agencies that comprise the network in question; the **Golden Dragon Award** for the most successful independent advertising agency that collects the most points; the **Brand Grand Prix** for the advertised brand that collects the most points; and the **Golden Watch** 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..
24. Special **Golden Drum Adriatic**, **Silver Drum Adriatic** and **Bronze Drum Adriatic** awards 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, Macedonia, Montenegro, Serbia and Slovenia. On the basis of the collected points from both the What section and the Why section, ten finalists and the three aforementioned awards shall be presented. The Festival reserves the right to present three awards only and not to explicate the collected points.
25. Festival winners have the right to use received awards for promotional purposes, with a proper description of the Festival or the award.



## OTHER RULES

26. Any materials submitted as an entry in the competition become the property of the Festival organizer and will not be returned.
27. The entrant authorises the Festival organizer to present the entries at the Festival (exhibitions and projections) and on the Festival website [www.goldendrum.com](http://www.goldendrum.com) in the catalogue of entries. 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.
28. The Festival reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that the entry is shortlisted or a winner.
29. The Festival organizer may need to contact the client with relation to any entry at the request of the jury at any time during the voting process, should any questions about the implementation or presentation of the work arise. In such cases, wherever possible, the entrant will be advised before this is done.
30. In the event of a complaint against any winning or shortlisted entry, the Festival organizer reserves the right to request detailed documentation from all parties concerned, including the complainant, the entrants and the client.
31. The Festival organizer shall not hesitate to withdraw an award in case a complaint is upheld.
32. A registered entry will not be considered complete until it has been paid for and the corresponding material arrives at the Festival office or is uploaded through Golden Drum on-line registration system. The Golden Drum does not accept responsibility for late entries.
33. Entry conditions must be strictly observed by all entrants. The completion and signature of the entry form implies the entrant's full acceptance of the Festival rules. Non-compliance with any of the competition rules results in an entry's automatic disqualification.
34. Any decision made by the Festival organizers in any matter relating to the Golden Drum Festival is considered final and binding.



## 04 ENFORCEMENT OF RULES

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Each entrant is responsible for full compliance with the Eligibility Rules and Conditions.

Moreover, it is the sole responsibility of the entrant 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.



## 05 JUDGING RULES AND REGULATIONS

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### GOLDEN DRUM JURY

1. All entries registered in the Golden Drum Festival competition shall be judged by one of the two international juries appointed by the Slovenian Advertising Chamber (hereinafter: the Festival organizer).
2. The Festival's competition programme shall be divided into two sections: What and Why. Accordingly, the Festival shall have two juries: the What Jury and the Why Jury.
3. Each jury shall be comprised of 11 members. The work of an individual jury shall be headed by the jury president, appointed by the Festival organizer.
4. The jury president shall be responsible for the fair judging of entries. The jury president shall brief jury members on judging criteria, before the judging of entries begins.



5. 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. Moreover, each jury member shall have the right to make objections and raise questions, and shall be obliged to clarify his or her assessment when judging entries that will receive the main awards, or when so requested by the president of the jury.
6. Jury members shall not judge entries:
  - a. that were registered by their employer,
  - b. that were registered by an agency from the same agency network as the jury member,
  - c. that they co-authored.
7. The work of each jury shall be planned and monitored by a representative of the Golden Drum Competition Council (GDCC), the Competition Director appointed by the GDCC. The president and members of the jury shall be provided assistance in interpreting the Festival rules. The Competition Director appointed by the GDCC shall be responsible for the timely judging of entries and the accuracy of all results.
8. The work of the juries shall be supported by the appropriate software. The juries shall also receive administrative support from the jury coordinator.
9. All communication within the juries shall be in English.





## VOTING PROCESS

10. 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, and mark each with a vote of YES or NO for inclusion on the shortlist. The shortlist shall include the optimal approximation to 20% of top-ranked entries in a group determined by the president of the jury.
11. The president of the jury shall have the right to include a maximum of one additional entry per group on the shortlist. The president of the jury may not select an entry:
  - a. that was registered by their employer,
  - b. that was registered by an agency from the same agency network as the president, or
  - c. that they co-authored.
12. The second round of judging shall be held at the Festival. Entries included on the shortlist shall be judged by category. In groups without categories, all entries shall be judged simultaneously.
13. Each jury member with the right to vote shall judge entries on a scale of 6 to 10. Jury members shall discuss award recipients on the basis of these results. The jury shall present awards on the basis of the consensus between jury members.
14. If a member of the jury is excluded from voting and the result is a tie, the president of the jury shall cast the deciding vote. If the president of the jury is excluded from voting, the jury member selected by the president of the jury prior to the start of judging shall cast the deciding vote. This rule shall apply in all rounds of judging.



## AWARDS

15. The best entry in an individual category shall receive a **Golden Drum** award. The jury may present several Golden Drum awards in an individual category and is not obliged to present an award in every category. In groups without categories, the jury may present an arbitrary number of Golden Drum awards.
16. The second-best entry in an individual category may receive a **Silver Drum** award. The jury may present several Silver Drum awards in an individual category. An arbitrary number of such awards may be presented in groups without categories. The jury may decide not to present an award.
17. The best entry in an individual group shall receive a **Grand Prix** award (with an exception of Social Good group).
18. The best of What will be chosen by the What jury among Grand Prix winners in Section What and The best of Why will be chosen by the Why jury among Grand Prix winners in Section Why. Those two awards have to be awarded.
19. Entries submitted to the Social Good group, or deemed by their content to be social and charity-related entries, may not receive the Grand Prix award. However, all social and charity-related entries grouped in the Social Good group will be judged by the Why jury and the winner will receive The best of Good award. The Juries reserve the right to withhold this award. The rule does not apply to Social commercial advertising (socially responsible promotion of products, services and brands) which is eligible for Grand Prix.
20. Each of the juries shall be given an option to withhold a Grand Prix in one of the groups in each section (i.e. one group in What and one group in Why) in case the jury finds the quality of the entered works in a particular group below the benchmark achieved in other groups. The jury shall be asked to argument such a decision. In the exceptional case of a major deviation in the quality of entries judged in more than one group, and with the consent of the Competition Director of the Golden Drum Festival, each Jury reserves the right to withhold the Grand Prix award in two groups from each section.



21. Entries included on the shortlist and individual award recipients shall receive points as follows:

Finalist	1 point
Silver Drum	5 points
Golden Drum	9 points
Grand Prix	15 points
The Best of Good	18 points
The Best of What,	
The Best of Why	20 points

Only the points for the highest-ranking award shall be taken into account.

22. The following awards shall be presented on the basis of the aforementioned points system: the **Golden Rose** for the agency that collects the most points; the **Golden Net** for the most successful advertising network on the basis of the points of all agencies that comprise the network in question; the **Golden Dragon Award** for the most successful independent advertising agency that collects the most points; the **Brand Grand Prix** for the advertised brand that collects the most points; and the **Golden Watch** 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. In the event of a tie, the entry that has received a higher number of more prestigious awards shall be the winner.

23. Special **Golden Drum Adriatic**, **Silver Drum Adriatic** and **Bronze Drum Adriatic** awards 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, Macedonia, Montenegro, Serbia and Slovenia. On the basis of the collected points from both the What section and the Why section, ten finalists and the three aforementioned awards shall be presented. The Festival reserves the right to present three awards only and not to explicate the collected points.



## OTHER RULES

24. In the event of doubt regarding compliance with the Festival rules, the president of the jury may request that the Festival organizer verifies the veracity of statements given in the registration form for an individual entry.
25. The president of the jury shall reserve the right to exclude from judging any entries that are proved to be "ghost ads" (unpublished or published without the client's consent).
26. The decisions of the jury are final. The record regarding the judging of entries and awards presented shall be signed by the president of the jury and the Competition Director, representative of the Golden Drum Competition Council.
27. Each jury member shall sign the declaration of honour before the beginning of the judging.
28. Members of the jury are sworn to silence concerning their work as jurors and are prohibited from discussing the results with anyone prior to the official award ceremony.
29. Each juror agrees to abide the above rules.



## 06 PUBLICATION OF ENTRIES

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Any material submitted as an entry in the competition become the property of the Festival organizer and will not be refunded.

All entries submitted to the Golden Drum Festival, will be shown for judging, screened and/or exhibited during the Festival, screened at the award ceremony, should your entry be awarded, as well as published in a showcase if the entries on [www.goldendrum.com](http://www.goldendrum.com).

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

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



## 07 MAILING INSTRUCTIONS

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When sending the required materials – the actual sample – via **COURIER**, please make sure that you include a print of your "online system entry form" and follow these instructions:

- Each individual entry – each actual sample must be accompanied by a copy of the entry form.
- Do not include files for entries from other groups.
- The actual sample must be well protected for transport and if necessary, please empty the package contents.
- Please send all material at the same time.
- All entries in this group will be exhibited during the Festival.
- Actual sample of the entry. In groups F. Reach and H. Craft, photos and scale models not bigger than 50 x 50 x 50 cm are accepted. If the actual sample of entry is not suitable for presentation at the festival exhibition location, please send print-ready photography of the entry: digital image of entry in JPEG format, RGB, 300 dpi, the longest side must be at least 420 mm long.

You must cover all courier and mailing costs in advance, to secure the delivery of your materials. The Festival organizer does not accept responsibility for packages at any stage of transit. If entries are lost, held up at customs or require payment for delivery, resolution is the sole responsibility of the entrant.

ENTRIES SHALL ONLY BE SUBMITTED VIA ONLINE SUBMISSION system accessible via [www.goldendrum.com](http://www.goldendrum.com), except entries in certain groups (F. Reach and H. Craft) that can be submitted via **COURIER** to the following address:

PAIDEIA –  
GOLDEN DRUM FESTIVAL OFFICE  
RIMSKA CESTA 6  
SI-1000 LJUBLJANA  
SLOVENIA

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Please consult the Festival office about extra sizes or requirements for the exhibition at [entries@goldendrum.com](mailto:entries@goldendrum.com).

Please note that any materials submitted as an entry in the competition become the property of the Festival organizer and will not be returned.



## 08 ENTRY SUBMISSION – CHECK LIST

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The Golden Drum Festival provides an easy-to-use and navigate entry submission system.

BEFORE ENTERING THE REQUIRED INFORMATION AND MATERIALS ONTO THE ONLINE SYSTEM, please use this check-list to assist you in smooth entry submission:

- **Read the Eligibility rules & conditions.**
- **Check the Groups and categories.**
- **Collect all the information and the credits about 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 **VIIES system**.
- **Create an account / log in** and start entering your works.

For assistance, please contact us at **[entries@goldendrum.com](mailto:entries@goldendrum.com)**.

WE WISH YOU LOTS OF SUCCESS!



## 09 GLOSSARY OF TERMS – DO'S AND DON'TS

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**Entrant Company** – a company that enters the work and usually it is an advertising agency.

**Additional company credits** – If an entry has been created with a contribution from other companies or agencies and this contribution is deemed smaller, the other companies or agencies may be registered in countries other than those listed in Point 1 of the Eligibility Rules & Conditions. Other companies or agencies may be credited for their contribution on the entry submission form under "additional company credits". No points shall be collected by these additional company credits for the overall Festival's awards.

**Entry name** – name of your work entered. In case of a series of works, please enter their names, incl. a sequence number (e.g. Ariel 1, Ariel 2, etc.).

**Campaign name** – the name under which an Entrant Company enters a campaign. This information will be considered in the calculations for Campaign of the Year to present the **Golden Watch Award**, so please make sure to use the same campaign name for all entries that are part of the campaign.

**Agency name and city** – enter your agency's name (i.e. Entrant Company) and town as both will appear in the screenings, on other communications' channels and during the award shows, if awarded. The points collected will constitute a recipient of the **Golden Dragon Award – Independent Agency of the Year** and **Golden Rose award – Agency of the Year**.

Please note that you may enter more than one agency, but be aware that the points collected shall be equally split between all the listed agencies.

Make sure you agree in advance with another entrant company for splitting the points collected.





**Advertiser** – a client's company name shall be entered (e.g. McDonalds, Coca Cola). An agency's name is not acceptable, except in cases of self-promotion work.

**Credits** – names of the people that shall be credited for an entry. Please collect all the names and enter them correctly into the entry submission system. The names will be screened as entered and the organizer does not take any responsibility for any mistakes.

**Case film** – 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 solution and results, less so in terms of its effectiveness. For a reference on good case films, please check the showcase of awarded entries from previous Festivals on [www.goldendrum.com](http://www.goldendrum.com).

**Brand name** – enter the brand name of a particular entry. Please enter it correctly and consistently throughout all the entries submitted as this information will be considered in the calculations for **Brand Grand Prix Award**.

**Network** – enter your agency network by selecting from a list in a drop-down menu in the entry submission system. If you are not part of any network, select "Independent". It is important to enter the correct name as this information will be considered in the calculations for **Golden Net Award – Network of the Year**.

**Multiple entries** – an individual entry may only be registered once in the same group, regardless of the number of categories therein.



**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 the appropriate box in the entry form. If this is the case, please include a sequence number in the entry name. 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.

**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 (1.odst. 25.čl. ZDDV-1) for taxable company from EU having VAT identification number or taxable company from a third country possessing confirmation of being an economic operator (VAT reverse charge under Article 44 of VAT Directive 2006/112/ES).
- non-taxable company or person charged 22% under ZDDV-1 Slovenian VAT rules
- VAT is exempted under diplomatic and consular relations by Article 151(1)(a) or (b) of the VAT Directive.

**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.**



# 10 TECHNICAL AND QUALITY REQUIREMENTS OF MATERIALS

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THERE ARE REQUIRED AND OPTIONAL MATERIALS TO BE SUBMITTED TO PRESENT THE ENTRIES. PLEASE REFER TO EACH GROUP'S REQUIREMENTS FOR SUBMISSION OF MATERIALS.

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

There should be no agency branding on any materials submitted.

Agency names and logos should not appear on written submission, entry URL in videos or any submitted materials.

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.**



## FORMATS OF MATERIALS SUBMITTED

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

### VIDEO

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

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).

### SCREENSHOT (OF THE VIDEO)

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

They will be added as thumbnails in entries showcase on [www.goldendrum.com](http://www.goldendrum.com) or screened at the award ceremony, should the entry be awarded.

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

Format	JPEG
Colour space	RGB
DPI	300 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:

Minimum of 64 kbps (mono) up to a maximum of 192 kbps
File type: MP3 (stereo) with a compression ratio of 22:1
File size: no single MP3 should be over 10 MB



# 11 GROUPS AND CATEGORIES DESCRIPTION & TECHNICAL REQUIREMENT

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WHAT SECTION



## GROUP A: FILM

FILM group includes television and cinema advertising as well as films which are created specifically for broadcasting online and/or via mobile.

### CATEGORIES:

1. **Food** (all foods, including pet food)
2. **Drinks** (alcoholic and non-alcoholic drinks)
3. **Household maintenance** (detergents, cleaning products, paints and adhesives, as well as services)
4. **Furnishings & electronic equipment** (home & office furniture, carpets, fabrics, kitchen utensils, Hi-Fi, TVs, cameras, personal computers, etc.)
5. **Health, beauty & fashion** (pharmacy, OTC, toiletries, beauty products and services, clothing, footwear incl. sport shoes, gloves, socks, luggage, hand bags and also hairdressers, watches, jewellery, perfume, writing instruments, sunglasses, leather goods)
6. **Automotive** (cars and other vehicles, auto products and services)
7. **Transport, travel & tourism** (taxi, railways, airlines, car rentals, driving schools, tourist agencies, hotels, resorts, etc.)
8. **Leisure, entertainment, culture & education** (festivals, cinema, concerts, museums, schools, lottery, toys, sports equipment, etc.)
9. **Retail & public services** (retail stores, chains, supermarkets, restaurants, pubs, food delivery, public utilities providing water, gas, electricity and other services, etc.)
10. **Communication products & services** (mobile operators, telecommunications, postal and courier services, Internet providers, yellow pages, mobile phones, etc.)
11. **Media** (publications, TV stations, radio stations, media time and space)
12. **Financial & business services** (financial & consultancy services, banking, credit cards, insurance, investments, stock exchange, etc.)
13. **Corporate advertising** (advertising building a corporate image; including self-promotion)

**IMPORTANT NOTE: "case films" are not eligible in FILM group. FILMS up to 180 seconds in length may enter the competition.**



## REQUIRED MATERIAL

**ONE VIDEO file is required.**

**All films have to be dubbed or subtitled into English.**

All entries, submitted to the Golden Drum Festival, will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com). Only files as **MP4** will be accepted.

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).

**SCREENSHOT (of the video) is required.** It will be used for the entries showcase. Image must be uploaded as **JPEG** file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB

**Entries in this group can only be submitted through the ONLINE REGISTRATION SYSTEM on [www.goldendrum.com](http://www.goldendrum.com).**



## GROUP B: PRINT

PRINT group includes advertisements intended for published printed media (newspaper, magazine, etc.).

### CATEGORIES:

14. Food
15. Drinks
16. Household maintenance
17. Furnishings & electronic equipment
18. Health, beauty & fashion
19. Automotive
20. Transport, travel & tourism
21. Leisure, entertainment, culture & education
22. Retail & public services
23. Communication products & services
24. Media
25. Financial & business services
26. Corporate advertising

## REQUIRED MATERIAL

ONE IMAGE file is required.

All entries, submitted to the Golden Drum Festival, will be shown for the judging, exhibited during the Festival, screened at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

Entries in this group can only be submitted through the ONLINE REGISTRATION SYSTEM on [www.goldendrum.com](http://www.goldendrum.com) and only files as **JPEG** will be accepted.

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





## GROUP C: OUT OF HOME (OOH)

OOH group includes classic billboards, posters and out-of-home ambient executions as well as non-standard (digital and adapted) solutions.

### CATEGORIES:

27. Food
28. Drinks
29. Household maintenance
30. Furnishings & electronic equipment
31. Health, beauty & fashion
32. Automotive
33. Transport, travel & tourism
34. Leisure, entertainment, culture & education
35. Retail & public services
36. Communication products & services
37. Media
38. Financial & business services
39. Corporate advertising

## REQUIRED MATERIAL

TWO IMAGES are required, the first being the actual work and the second the display of the work in a context.

The first image will be exhibited during the Festival, screened at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com). The second image showing the display of the work in a context will only be screened for the judging.

Entries in this group can only be submitted through the ONLINE REGISTRATION SYSTEM on [www.goldendrum.com](http://www.goldendrum.com) and only files as JPEG will be accepted.

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



## OPTIONAL MATERIAL

A VIDEO presentation of up to 180 seconds (to be screened for the judging) and an AWARDS SHOW FILM of up to 60 seconds (to be screened at the award ceremony, should the entry be awarded), both as MP4 files may be submitted to better present the work, entered in this group.

In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP D: AUDIO

AUDIO group includes traditional advertising on radio stations and paid-for online radio channels as well as audio experience solutions.

### CATEGORIES:

40. Food
41. Drinks
42. Household maintenance
43. Furnishings & electronic equipment
44. Health, beauty & fashion
45. Automotive
46. Transport, travel & tourism
47. Leisure, entertainment, culture & education
48. Retail & public services
49. Communication products & services
50. Media
51. Financial & business services
52. Corporate advertising

Radio ads up to 180 seconds in length may enter the competition.

## REQUIRED MATERIAL

Files are required, either as audio (MP3) or as video (MP4) and screenshot (JPEG). In case the original language of the radio ad is not English, the entrant is required to submit an English version, either with appropriate voice-over effect or by adding English subtitles – transcription of the ad.

Please note that the format of the required material depends on the way entrant submits the English version of the ad:

- **Audio file (MP3):** In case the original language of the radio ad is not English, the entrant is required to submit an English version with a voice-over sound.  
OR
- **Video file (MP4):** In case the original language of the radio ad is not English, the entrant is required to submit the ad in the original language with added subtitles – transcription of the ad in English.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).



The specifications for **MP3** file uploads are:

Minimum of 64 kbps (mono) up to a maximum of 192 kbps
File type: MP3 (stereo) with a compression ratio of 22:1
File size: no single MP3 should be over 10 MB

The specifications for **MP4** file uploads are:

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

**SCREENSHOT (of the video) is required.**

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

Image must be uploaded as **JPEG** file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB

Entries in this group can only be submitted through the ONLINE REGISTRATION SYSTEM on [www.goldendrum.com](http://www.goldendrum.com).



## GROUP E: DIGITAL & MOBILE

DIGITAL & MOBILE group includes online communications (websites, microsites, banners, social media, etc.), interactive tools and mobile solutions. Entries will be evaluated for their understanding of the modern digital world: impeccable design and execution, and outstanding user experience created for all digital media and environments.

## CATEGORIES:

53. **Websites & micro sites** (websites created for a company, brand, product, service, event or person, including microsites).
54. **Social networking solutions & community sites** with proven user engagement.
55. **Online films**, created exclusively for online platforms
56. **Streaming/downloadable creative content and podcasts**
57. **Banners and off site advertising**  
(standard and rich media banners, etc.)
58. **Games** - promotional games, gamevertising, branded games  
(not ads for games)
59. **Interactive tools and other digital solutions** - creative use of built-in and existing features of a digital device (including cameras, microphones, touchscreens, etc.) and/or innovative use of AR and VR technologies.
60. **Mobile entries**, created exclusively for mobile platforms (to be viewed on mobile devices or activated by them).

Entries in this group can only be submitted through the ONLINE REGISTRATION SYSTEM on [www.goldendrum.com](http://www.goldendrum.com).

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).



## REQUIRED MATERIALS

ONE VIDEO presentation is required as well as URL address for categories 53, 54 and an image file for category 57.

ONE VIDEO presentation of up to 180 seconds as MP4 will be accepted.

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB

LINK (URL address) for categories 53 and 54

Provide one URL address for each interactive entry in categories 53 and 54. URL must lead straight to the entry in one click. If the content of the entry is not in English or has no English version, upload a text file in .DOC format, .RTF format or .TXT format, including the translation of sample pages and/or other key. Only files with .doc, .rtf or .txt extensions will be accepted. Please make sure to use Unicode script. URL address has to be active from the date of the entry until October 20, 2018. No agency branding is allowed when presenting your entry online.



### **ONE IMAGE for banners for category 57**

Please upload a screen shot of the website where the banner was originally displayed and only files as **JPEG** will be accepted.

**ONE IMAGE file is required.**

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

## **OPTIONAL MATERIAL**

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group.

In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**Video upload – please see above**



## GROUP F: REACH

REACH group includes different ways of reaching the target audiences, from creative use of data through direct mail to innovative PR solutions and innovative media strategies.

## CATEGORIES:

61. **Creative use of Data** includes creative use of data, real-time data and social media data to enhance consumer interest, personalized experience and engagement, data-driven strategic planning and targeting and data visualization.
62. **Direct** includes publications (catalogues, brochures, leaflets etc.), flat direct mail and small print materials, multidimensional direct mail and small print materials (including promotional gifts) and point of sale communication (wobblers, coasters, hangers, shelf decoration, in-store communication, etc.).
63. **Public & Community Relations** includes communication solutions in effective and creative ways using PR tools: internal communication (business to employee communication), corporate PR, marketing, PR, sponsorship, change & crisis communication, public & community engagement & participation (including government and political and other communities), PR communication and unconventional communication (buzz, guerrilla...)
64. **Use of Media.** Innovative media strategy. Best use of the medium or media platform (social media, crowd-funding, blogs, boards, photo & video sharing).

Entries in Group F can be submitted through the [ONLINE REGISTRATION SYSTEM on www.goldendrum.com](http://www.goldendrum.com) and via COURIER (for the actual samples) – see instructions below.

All entries submitted to the Golden Drum Festival will be shown for the judging, exhibited during the Festival, screened at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).





## REQUIRED MATERIALS

ONE IMAGE FILE and the ACTUAL SAMPLE are required.

ONE IMAGE file as a JPEG is required.

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

**ACTUAL SAMPLE** – Please send the actual sample and an image representing the entry by a courier and follow these instructions:

Each individual entry – each actual sample – must be accompanied by a copy of the entry form.

Do not include files for entries from other groups.

The actual sample must be well protected for transport, where, if necessary, please empty the package contents.

Please send all materials at the same time.

All entries in this group will be exhibited at a special exhibition during the Festival.

**ACTUAL SAMPLE OF THE ENTRY:** in Group F, photos and scale models not bigger than 50 x 50 x 50 cm are accepted. If the actual sample of entry is not suitable for presentation at the Festival exhibition location, please send a print-ready photography of the entry: digital image of entry in JPEG format, RGB, 300 dpi, the longest side must be at least 420 mm long.

Please consult the Festival office about extra sizes or requirements for the exhibition.



## OPTIONAL MATERIAL

A **VIDEO** presentation of up to **180 seconds** (to be screened for the judging) and an **AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded), both as MP4 file may be submitted to better present your work in this group.

In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

### Video upload

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



## GROUP G: INTEGRATED

INTEGRATED communication campaign stretches across several media, at least 3 communication and distribution channels, with the channels being offline or online, mass or direct. Group G is intended for the registration of the most complex and comprehensive communication campaigns with the broadest range of means and venues of reaching the audience. This group does not have individual categories.

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

All case films must be dubbed or subtitled into English.

Video materials must be uploaded as MP4 files only.

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



**SCREENSHOT (of the video)  
is required.**

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

Image must be uploaded as **JPEG** file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB

## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group.

In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video upload – please see above**



## GROUP H: CRAFT

CRAFT group recognizes creative excellence and brilliant execution in some of the key segments of advertising and communication production process. The awards in this group promote best practices in order to set craft standards of the business higher than expected.

## CATEGORIES:

65. Best Storytelling (TV, radio, print and digital)
66. Best Cast (TV, radio, print, digital)
67. Best Direction (TV, radio, digital)
68. Best Cinematography (TV, digital)
69. Best Editing (TV, radio, digital)
70. Best Use of Music (TV, radio, digital, outdoor; original or adapted)
71. Best Art Direction (print, OOH, digital)
72. Best Photography (print, OOH, digital)
73. Best Typography (print, digital, TV, OOH)
74. Best Illustration (print, digital, TV, OOH)
75. Best User Experience (UX)
76. Best Use of Technology

Entries in Group H can be submitted through the [ONLINE REGISTRATION SYSTEM on www.goldendrum.com](http://www.goldendrum.com) and via COURIER – see instructions below.

All entries submitted to the Golden Drum Festival will be shown for the judging, exhibited during the Festival, screened at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).



## REQUIRED MATERIALS

### CATEGORIES 65 AND 66

One video file (MP4) and screenshot (JPEG) or one audio file (mp3) or an image (JPEG) is required.

### CATEGORY 67

One video file (MP4) and screenshot (JPEG) or one audio file (mp3) is required.

### CATEGORY 68

One video file (MP4) and screenshot (JPEG) are required.

### CATEGORY 69

One video file (MP4) and screenshot (JPEG) or one audio file (mp3) is required.

### CATEGORY 70

One video file (MP4) and screenshot (JPEG) or one audio file (mp3) is required.

### CATEGORIES 71–74

One video file (MP4) and screenshot (JPEG) or an image (JPEG) is required.

### CATEGORY 75

One video file (MP4) and screenshot (JPEG) and link (URL address) are required.

Provide one URL address for selected interactive entries in category 75. URL must lead straight to the entry in one click. If the content of the entry is not in English or has no English version, upload a text file in .DOC format, .RTF format or .TXT format, including the translation of sample pages and/or other key. Only files with .doc, .rtf or .txt extensions will be accepted. Please make sure to use Unicode script.

URL address has to be active from the date of the entry until October 20, 2018. No agency branding is allowed when presenting the entry online.

### CATEGORY 76

One video file (MP4) and screenshot (JPEG) or an image (JPEG) is required.



## FORMATS OF MATERIALS SUBMITTED

### VIDEO

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

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).

### SCREENSHOT (of the video)

**is required.**

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

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

Format	JPEG
Colour space	<b>RGB</b>
DPI	300 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	<b>RGB</b>
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:

Minimum of 64 kbps (mono) up to a maximum of 192 kbps
File type: MP3 (stereo) with a compression ratio of 22:1
File size: no single MP3 should be over 10 MB



## OPTIONAL MATERIAL

**ACTUAL SAMPLE** – Please send the actual sample and an image representing the entry by a courier and follow these instructions:

Each individual entry – each actual sample – must be accompanied by a copy of the entry form.

Do not include files for entries from other groups.

The actual sample must be well protected for transport, where, if necessary, please empty the package contents.

Please send all materials at the same time.

All entries in this group will be exhibited at a special exhibition during the Festival.

**ACTUAL SAMPLE OF THE ENTRY:** in Group H, photos and scale models not bigger than **50 x 50 x 50 cm** are accepted. If the actual sample of entry is not suitable for presentation at the Festival exhibition location, please send a print-ready photography of the entry: digital image of entry in **JPEG** format, **RGB, 300 dpi**, **the longest side must be at least 420 mm long.**

Please consult the Festival office about extra sizes or requirements for the exhibition.

A **VIDEO presentation of up to 180 seconds** (to be screened for the judging) and an **Awards show film of up to 60 seconds** (to be screened at the award ceremony, should the entry be awarded), both as MP4 file may be submitted to better present the entered work in this group.

In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

## VIDEO UPLOAD

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





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## WHY SECTION

For all entries in the Why section, a video presentation (i.e. case film) as MP4 has to be prepared and uploaded through our [ONLINE REGISTRATION SYSTEM on www.goldendrum.com](http://www.goldendrum.com).

### REQUIRED MATERIAL

**ONE VIDEO file of up to 180 seconds is required.**

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

**SCREENSHOT (of the video) is required.** Screenshots are a required material for entries that have video materials. Image must be uploaded as **JPEG** file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP S: ACTIVATION

ACTIVATION group includes campaigns with two or more communication channels or media, which can be both offline or online. This group is intended for campaigns which directly address and/or activate the audience (consumers or other businesses). The group does not have individual categories.

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP T: BRAND BUILDING

BRAND BUILDING group is intended for best practices in managing referential and influential brands – from brands introduction and continuous building to its repositioning. The category Brand Vitality is intended to brands communicating over a certain period of time (more than 5 years), able to document its consistency.

### CATEGORIES:

1. Brand Introduction
2. Developing Brand
3. Brand Repositioning
4. Brand Vitality (*"Evergreen"*)

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP U: FUNCTIONAL EFFICIENCY

FUNCTIONAL EFFICIENCY group is searching for most relevant ideas that connect business strategy with creative strategy and content, ideas that empower business, brand and consumer simultaneously. The group does not have individual categories.

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).





## GROUP V: ENTERTAINMENT

ENTERTAINMENT group includes campaigns or communication impulses that integrate naturally into existing original content for the purpose of promoting products, services or brands. Impact on the audience is built by creating content that is primarily entertaining, informative or educational, not strictly appearing as advertising or promotion.

### CATEGORIES:

5. **Films & TV shows** (shows, movies, movies incl. internet releases, series, documentaries ...)
6. **Online & mobile** (websites, apps, social media, user-generated content platforms)
7. **Live experience** (installations, events, music)
8. **Native advertising, brand integration, sponsorships & co-promotions**
9. **Games** (PC, console, online games, mobile apps / incl. competitions, sweepstakes, online challenges, quizzes...)

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP W: INNOVATIVE

The INNOVATIVE group welcomes new breakthrough ideas, revolutionary technology, and forward-thinking methods that stem from finding solutions to brand problems. Unique uses of media, new media/platforms/technologies (at prototype/pre-mass production stage), innovative communication forms, interventions in public spaces and spatial solutions and any breakthrough work that reaches beyond other groups and categories will be awarded. The group does not have individual categories.

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP X: LOCAL SPIRIT

In the LOCAL SPIRIT group, entries will be judged on a basis of understanding the distinctive local spirit as of the home country and showcasing it in the creative strategy and execution. The group does not have individual categories.

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).



## GROUP Y: POP CULTURE IMPACT

In the POP CULTURE IMPACT, entries will be judged by the impact they were able to produce on the pop culture by becoming part of everyday visual, verbal, vocal or graphic landscape. The group does not have individual categories.

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

SCREENSHOT (of the video) is required.

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

Image must be uploaded as JPEG file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 dpi
Size	1920 x 1080 px
File size	up to 6 MB



## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com).





## GROUP Z: SOCIAL GOOD

The SOCIAL GOOD group comprises of individual executions (such as film, radio, press, OOH, digital, mobile, direct) 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 communication. The entries will be judged on a basis of social relevance of their message and its creative brilliance. Campaigns, built on socially responsible themes, which goal is to promote commercial products, services or brands may compete in other groups, such as group G (Integrated).

### CATEGORIES:

10. Environment & Health
11. Anti-addictions
12. Diversity & Equality
13. Freedom & Faith
14. Arts & Culture
15. Community Engagement
16. Critical Thinking
17. Traffic Safety

## REQUIRED MATERIAL

ONE VIDEO file of up to 180 seconds + screenshot OR one image OR one audio file is required.

All entries submitted to the Golden Drum Festival will be shown for the judging, screened during the Festival and at the award ceremony, should the entry be awarded, as well as published in the entries showcase on [www.goldendrum.com](http://www.goldendrum.com).

VIDEO MATERIALS must be uploaded as MP4 files only.

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



**SCREENSHOT** (of the video) is required. Screenshots are a required material for entries that have video materials.

Image must be uploaded as **JPEG** file only and in the following format:

Format	JPEG
Colour space	RGB
DPI	300 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:

Minimum of 64 kbps (mono) up to a maximum of 192 kbps
File type: MP3 (stereo) with a compression ratio of 22:1
File size: no single MP3 should be over 10 MB

## OPTIONAL MATERIAL

**AWARDS SHOW FILM** of up to **60 seconds** (to be screened at the award ceremony, should the entry be awarded) as **MP4** file may be submitted to better present the entered work in this group. In case the entrant does not submit the awards show film, the organizer reserves the right to screen first 60 seconds of the original video at the award ceremony, should the entry be awarded.

**All case films must be dubbed or subtitled into English.**

**Video materials must be uploaded as MP4 files only.**

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

(\*) Please upload a video with the best possible resolution and within the file size limit. Should you wish to upload the file size of your video larger than 360 MB, please contact us at [entries@goldendrum.com](mailto:entries@goldendrum.com)



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