



26. GOLDEN DRUM



17.—18. 10. 2019

Hotel Slovenija, Portorož

MEDIA KIT

goldendrum.com



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01 ABOUT GOLDEN DRUM

Golden Drum International Festival of Creativity is more than an international competition of creative advertising and more than its legendary parties and award show. 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 can come true. For more than two decades the Golden Drum Festival has been bringing together creative minds to celebrate and award the best and the bravest in creativity through its 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.





As change is the only constant, creativity is one of its most powerful drivers. We are aware how important it is to think globally, but also how crucial it is not to lose touch with the spirit of the place and act locally, where all the changes really commence.

The creative industry has developed and became much more than just a sales generating machine. We are increasingly more aware of all the ways we can light up, contribute and give back to our society. The potential for making a difference in the world by driving positive change, engaging and highlighting topics which are in most different ways relevant to the society as a whole, is tremendous.

The Golden Drum Festival wants to inspire and empower creative thinking and action for positive change in many different ways, shining a light on it through its competition and congress program.

With the slogan Creativity 4 Change we are turning the focus to advertising for the better of tomorrow. Be a part of this change!

CREATIVITY 4 CHANGE



02

GOLDEN DRUM VISUAL IDENTITY

The visual identity of the 26th Golden Drum Festival is raw and blunt, it doesn't try to be beautiful, but to make an impact on the viewer. Like music, it affects the senses directly. It is made from a collection of modules that can work separately or together in the form of collage.

The main Festival theme in 2019 is Creativity 4 Change. For some time the break in visual art, music, theatre and philosophy has been happening. All contexts and concepts are falling behind and becoming irrelevant in the face of a looming global catastrophe and the trend of addressing this grows stronger every day. Our culture needs to change for the better in order to have a future and advertising has the power and the means to be the main agent of that change. The visual identity expresses the need to act with its taglines and images, predicting the end of the storytelling era and announcing the dawn of storydoing.





03 KEY DATES

DEADLINE FOR ENTRY SUBMISSION:

13 August 2019 at 24.00

DEADLINE FOR YOUNG DRUMMERS COMPETITION ENTRY SUBMISSION:

10 September 2019 at 24.00

EARLY BIRD FOR DELEGATE REGISTRATION:

13 August 2019 until 24.00

SHORT-LISTS ANNOUNCED:

Wednesday, 16 October 2019 during the day

GOLDEN DRUM GALA AWARD CEREMONY:

Friday, 18 October 2019, at 20.30

[ONLINE SUBMISSION AND REGISTRATION SYSTEM >](#)

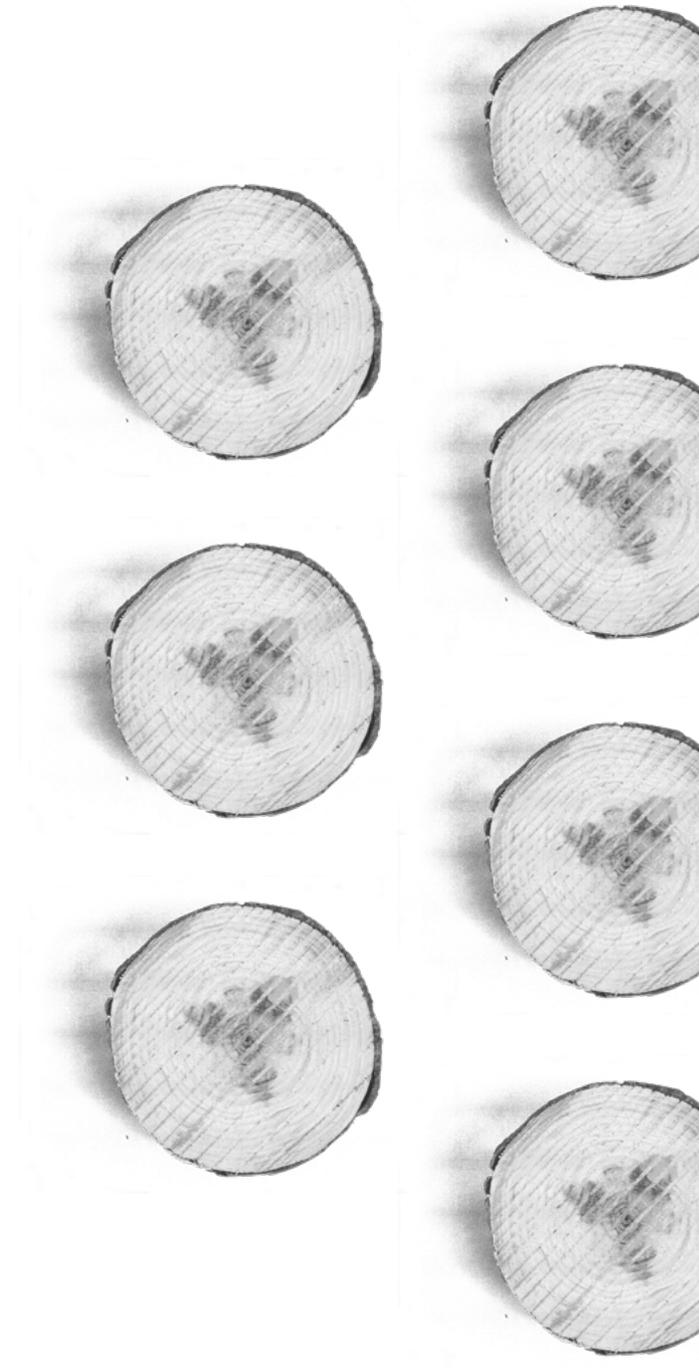




04 AWARDS COMPETITION STRUCTURE

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, Romania, Russia, Serbia, Slovakia, Slovenia, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

The Golden Drum competition is divided into two main sections **WHAT** and **WHY**. 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.





SECTION WHAT

The key question that the jury will be asking is **WHAT is outstanding about communication solution in the chosen form and WHAT is the added value of its' execution.**

In the world of countless messages reaching us through various new media in always new forms, it is more important than ever for traditional media solutions to be great in order to be seen and recognized. The most important question is 'What?' Is it a brilliant, never seen before idea? Is it an insightful new angle on a difficult subject? Is it a ground-breaking execution and production value? Your entries will be judged following the criteria of the best solution and its most efficient implementation.

The WHAT section primarily focuses on individual works that are moving frontiers in the traditional groups Film, Print, Out of Home, Audio, Digital & Mobile, Design, Innovation and Craft.

Groups and categories >

SECTION WHY

The key question that the jury will be asking is **a reason WHY does this work exist?**

In today's world where we are facing thousands of different messages, having access to so many products and services, we as a consumers ask ourselves why one would choose one product or service over others. The most important question is Why. Is there a unique reason for product or service invention or introduction, a really brilliant insight, relevant meaning or purpose, the most important driver which helped creative teams to think of a brilliant piece of communication?

The jury will observe the communication as a whole from that perspective so even beautifully crafted communication but without a brilliant answer to Why, won't count in this category.

The section questions the end goal of any intervention in the communication landscape by dividing them in the groups Integrated, Activation, Brand Building, Functional Efficiency, Content, Engagement, Genius Loci / Local spirit and Social Good.



AWARDS

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

1. **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, The best of Genius Loci and The best of Good winners in Section WHY.
2. **Grand Prix** award for the best Film, Print, Out of Home, Audio, Digital & Mobile, Design, Innovation, Craft. Integrated, Activation, Brand Building, Functional Efficiency, Content and Engagement.
3. **NEW** **The best of Genius Loci** award will be awarded for the first time by the WHY jury to the best work with distinctive local spirit entered into group Local Spirit / Genius Loci.
4. **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.
5. **Golden Drum** award for the winning entry in a category.
6. **Silver Drum** award for the second best entry in a category.
7. **Golden Rose** award for the advertising agency that collects the most points.
8. **Golden Dragon** award for the most successful independent advertising agency that collects the most points.
9. **Golden Net** award for the most successful advertising network on the basis of the points of all agencies that comprise the network in question.
10. **Brand Grand Prix** award for the advertised brand that collects the most points.



SPECIAL AWARDS

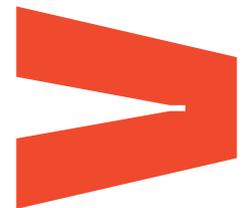
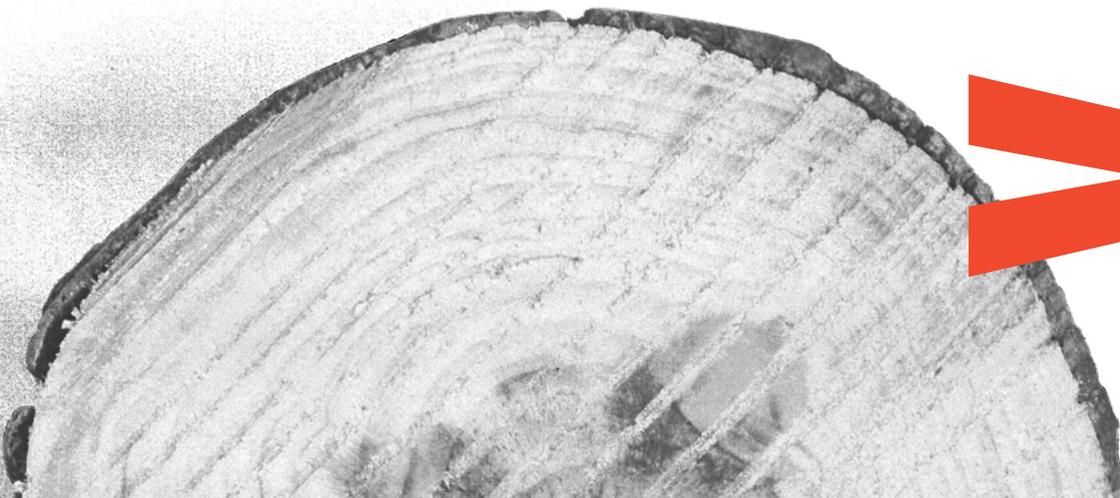
GOLDEN DRUM ADRIATIC AWARDS

Special Golden Drum Adriatic Award 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, three finalists and one award shall be presented. The Festival reserves the right to present one award 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.

In case two Creative Directors collect the same amount of points, a larger number of higher-ranking prizes decides the winner.





YOUNG DRUMMERS COMPETITION

The Slovenian Tourist Board, central national agency for the promotion of tourism, and Golden Drum Festival, invite to take part in the traditional Young Drummers Competition Young Drummers under 30 years of age from 57 countries.

Young creatives have an opportunity to design the best and most creative poster with this years' topic: **SLOVENIA, LAND OF CLEAN AND HEALTHY WATERS.**

The goal of the competition is to raise awareness of Slovenia as a green, active, and healthy destination for unique experiences, where all entered works are exhibited and viewed by the professional public, among which are leading people from agencies and companies marketing departments, searching for young talents.

The 25 € (+ VAT) application fee opens an opportunity for young creatives to display their creativity to international audience and compete for the best of the best, the author of which will be awarded by the Slovenian Tourist Board and the Golden Drum Festival with 3.000 EUR!

Submissions will be possible until **10 September 2019.**

[See more about Young Drummers Competition >](#)



05 JURIES

WHAT JURY

TIFFANY ROLFE

Executive Vice President and
Chief Creative Officer, R/GA, USA
President





YASMINA BAZ

Regional Creative Director,
Leo Burnett Beirut,
Lebanon



MICHAL BELEJ

Associate Creative Director,
Istropolitana Ogilvy,
Slovakia



KAROLINA GALÁ CZ

Creative Director,
DDB Budapest,
Hungary



ERIC GROZA

Creative Director,
TBWA\Moscow,
Russia



GÜRKAN GÜREL

Creative Director,
Tick Tock Boom,
Turkey



BARTEK KLIMASZEWSKI

Creative Director,
McCann Worldgroup,
Poland



MARIN KOSTOV – MURO

Executive Creative Director and Partner,
All Channels Communication Group,
Bulgaria



CĂTĂLIN RUSU

Chief Creative Partner and Chief Executive Officer,
Rusu+Bortun Bucharest,
Romania



ERIC SCHOEFFLER

Chief Creative Officer Group Germany and Executive Creative Director Europe, Havas, Germany



DAVID SUDA

Creative Director,
WMC/GREY Prague,
Czech Republic



WHY JURY

ÁLVARO RODRIGUES

Chief Executive Officer and
Chief Creative Officer, Fullpack, Brazil
President





MIHAI COSTACHE

Group Creative Director,
MullenLowe Romania



RICCARDO FREGOSO

Executive Creative Director and President Creative,
McCann WorldGroup, France



MIHNEA GHEORGHIU

Global Creative Director,
Publicis Italy



CHRISTIAN GOSCH

Managing Creative Director,
Serviceplan Austria



BURÇAK GÜNSEV

Managing Partner,
Wanda Digital / JWT Turkey



ERAN NIR

Chief Creative Officer,
GITAM BBDO,
Israel



SAŠO PETEK

Creative Director,
Agencija 101,
Slovenia



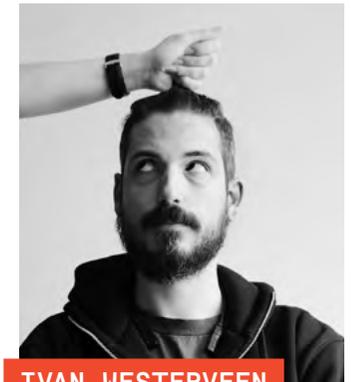
MIKOŁAJ SADOWSKI

Chief Creative Officer and Partner,
180hearbeats +
Jung v Matt,
Poland



ARTEM SINYAVSKIY

Founder and Chief Creative Officer,
Marvelous,
Russia



IVAN WESTERVEEN

Creative Director,
Saatchi&Saatchi
Belgrade,
Serbia



YOUNG DRUMMERS JURY



DAVID ROLFE

Executive Vice President,
Director of Integrated
Production, BBDO New York,
USA
President



BOOGIE

photographer,
Serbia/USA



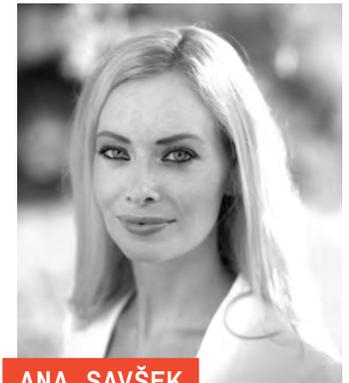
MARTIN JEŽEK

Head of Data, Strategy
and Creative,
MSL Kindred,
Czech Republic



MILKA POGLIANI

Creative Advisor
and Former Chairman
European Creative
Council EMEA, Chairman
and Executive Creative
Director McCann
Worldgroup Italy



ANA SAVŠEK

Content Marketing
Manager,
Slovenian Tourist
Board,
Slovenia

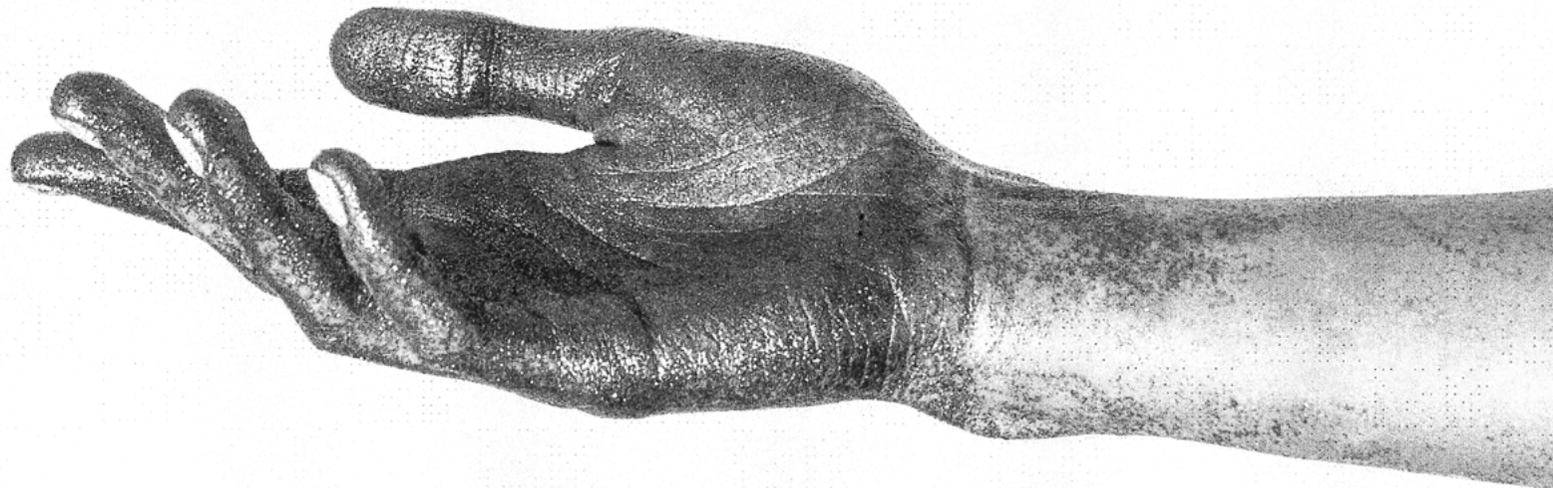


06 CONGRESS PROGRAM

Golden Drum Festival introduces a two-day conference programme to adapt to a fast-pace lifestyle we live!

With small changes in the length of the programme and faster and more dynamic formats of the talks, Golden Drum brings the festival programme closer to those who consider time a rare commodity.

This year's slogan Creativity 4 Change dictates an empowering, inspiring and daring programme. Over two days the Golden Drum stage will welcome around 40 international speakers who will talk about actions that drive positive change in different fields and will be turning our focus to advertising for the better of tomorrow.





WHO WILL BE STEPPING ON THE STAGE DURING THE FESTIVAL?

Jury presidents **Álvaro Rodrigues**, Chief Executive Officer & Chief Creative Officer at Fullpack in Brazil and **Tiffany Rolfe**, Executive Vice President and Chief Creative Officer at R/GA from USA will take a double role not only judging the best creative ideas entered at Golden Drum but also sharing their thoughts and experiences with us in Portorož. Álvaro will speak about how creativity is universal while Tiffany will explain why we should stop talking and start doing - real change takes real action.

André Felix, Executive Creative Director at Wunderman Thompson Lisbon who used to work for The Walt Disney Company will explain how using phygital to connect the online and offline worlds will allow us to create closer, more efficient, and human customer experiences. **Shailin Dhar** and **Kirsten Jamieson** from Method Media Intelligence from USA will discuss the issue of Ad fraud and fake ads.

Has creativity anything to do with the brain and if so, where exactly can we find this fountain of sparkling new ideas will be revealed by professor **Bogdan Draganski**, Director of Neuroimaging Lab LREN at Lausanne University in Switzerland. Our artistic side will be awakened by **Boogie**, world-renowned photographer exploring the darker side of human existence and **Michał Marczak**, Sundance Film Festival awarded Director from Poland. Don't miss also the talks from **Burçak Günsev**, Managing Partner, Wanda Digital / JWT Turkey, **David Rolfe**, Executive Vice President, Director of Integrated Production, BBDO New York, USA, **Riccardo Fregoso**, Executive Creative Director and President Creative, McCann WorldGroup France, **Anna Różalska**, Co-founder and CEO, Match&Spark, Poland, **Jeannette Liendo**, Senior Vice President Marketing and Communications at Mastercard Europe, **Jasmina Nikolić**, Client Service Director, New Moment New Ideas Company, Serbia and many, many more.

Stay tuned! >



07 MEDIA ACCREDITATIONS AND MORE INFO

Media accreditations are intended for reporters, covering the Golden Drum Festival. If you are interested to obtain a media accreditation, you can register through the Festival online system. The Festival office will carefully review the received registrations and inform if the registration was approved or not within seven days from receiving the registration. To obtain a media accreditation, reporting about the Festival prior its beginning is a must. Media representatives, which accreditation was confirmed, will be able to collect their registration at the Festival reception in the Festival venue in Hotel Slovenija in Portorož by submitting a personal document.

If you are interested in interviewing the Festival organisers, speakers, or jury members, let us know, we are here to help you get in touch.

MEDIA ACCREDITATIONS are open until 15 October 2019. >

**Visit the Golden Drum press centre
and download MEDIA MATERIALS. >**

MEDIA CONTACT

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CREATIVITY 4 CHANGE



Organizer &
Partner:



SLOVENSKA
OGLAŠEVALSKA
ZBORNICA
SLOVENIAN ADVERTISING CHAMBER



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P E A V I E D N E T I S A