*PRESS RELEASE*

*26th Golden Drum*

*4 July, 2019*

**The 26th Golden Drum again hand in hand with MSL Group**

**One of Europe’s highest-rated creative competitions, included also in WARC rankings, has invited MSL Group to take the role of the Festival’s exclusive PR partner for the fourth year in a row**

MSL’s network of agencies will be responsible for carrying out comprehensive communications activities on 15 CEE markets – Croatia, Bulgaria, Czech Republic, Finland, Greece, Hungary, Italy, Montenegro, North Macedonia, Poland, Serbia, Slovakia, Romania, Russia and Turkey.

Golden Drum Festival will be supported by MSL partner agencies and local Publicis Groupe offices, experienced from previous editions of the Festival, looking forward to be part of the change Golden Drum is announcing with its focus at the 26th edition turning to Creativity 4 Change.

***“We are so happy that we can be a part of the Golden Drum Festival! With our experience, supporting previous editions of the Festival, we are looking forward to promote the Festival’s positive image even further”*** – says Zofia Bugajna-Kasdepke, Business Development Director MSL CEE.

**Slavoj Žižek, one of the most published philosophers of the early 21st century, joining the Golden Drum Festival 2019 speaker’s line-up**

For those who haven’t been in Toronto, Portorož is the next chance to hear one of the most acclaimed philosophers nowadays, Slavoj Žižek.

He is the International Director at Birkbeck Institute for Humanities (Birkbeck College, University of London), Distinguished Scholar at Kyung Hee University (Seoul) and Senior Researcher at the Department of Philosophy, Faculty of Arts, University of Ljubljana (Slovenia).

Combining classical German philosophy with Lacanian psychoanalysis, his thought moves from the most demanding philosophical heights to the radical critique of the contemporary capitalism. The philosopher and cultural theorist is known for addressing themes on the field of psychoanalysis, politics, and popular culture, spiced up with his provocative style and distinctive humour.

**We will be able to hear Slavoj as the closing speaker on the first day of the Festival, which will take place between 17-18th October 2019 in the beautiful coastal town of Portorož, Slovenia.**

**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.**

**The 26th Golden Drum awards present: The best of Genius Loci award**

Local spirit group renamed into Genius Loci/Local spirit has been elevated to a new and highly appreciated award in the region, emphasizing and celebrating the distinctive cultures. 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.

The Golden Drum competition is still 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: Film, Print, Out of Home, Audio, Digital & Mobile, Design, Innovation, Craft, Integrated, Activation, Brand Building, Functional Efficiency, Content, Engagement, Genius Loci / Local Spirit and Social Good.

**Entry submission in the WARC included competition is open until 13 August 2019, that being also the deadline for more favourable than ever Early Bird delegate registrations. Mastercard, partner of the second edition of the cashless Festival, enables even friendliest prices also this year.**

**KEY DATES TO REMEMBER**

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**

THE 26TH GOLDEN DRUM FESTIVAL: **17-18 October 2019**

More about the Golden Drum Festival at [**www.goldendrum.com**](http://www.goldendrum.com)

Check out the Entry handbook at [**https://goldendrum.com/wp-content/uploads/2019/06/26\_Golden\_Drum\_EntryHandbook.pdf**](https://goldendrum.com/wp-content/uploads/2019/06/26_Golden_Drum_EntryHandbook.pdf)

Access the entry and registrations system at [**https://engine.goldendrum.com**](https://engine.goldendrum.com/)

Registration for media accreditation at [**https://engine.goldendrum.com/accreditation**](https://engine.goldendrum.com/accreditation)

Media kit available at [**https://goldendrum.com/inc/uploads/2019/06/26GD\_MediaKit.pdf**](https://goldendrum.com/inc/uploads/2019/06/26GD_MediaKit.pdf%20)

Media materials for download at [**https://goldendrum.com/press/media-materials**](https://goldendrum.com/press/media-materials/)

**Additional information**

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**About Golden Drum**

The Golden Drum Festival was born in 1993 with a simple idea of bringing together creatives from different, back then often defined as New European countries. The Festival celebrates genius loci, the spirit of the place, as well as overall excellence of creativity. It 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 Golden Drum is turning the focus to advertising for the better of tomorrow. The Golden Drum Festival was chosen as one of the eight regional award shows included into WARC Rankings.

**About MSL**

MSL is Publicis Groupe’s public relations and integrated communications network – one of the world’s largest. It provides strategic counsel and creative thinking while championing its clients’ interests through fearless and insightful campaigns that engage multiple perspectives and holistic thinking to build influence and deliver impact. With more than 3,100 people across more than 107 offices worldwide, MSL is one of the largest PR networks in Europe and also the fastest growing network in China and India.