*PRESS RELEASE*

*26th Golden Drum*

*13 June, 2019*

**The 26th Golden Drum Festival is open for entries and registrations!**

**26th International Festival of Creativity Golden Drum will once again take place at the Slovenia’s coastal town, Portorož. Hotel Slovenija will host Golden Drum’s friends, united under the slogan “Creativity 4 Change” from 17 to 18 October 2019.**

**Entry submission is now 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.**

**Works entered in the WHY section will be judged by a jury led by *Álvaro Rodrigues*, Chief Executive Officer & Chief Creative Officer, Fullpack, Rio de Janeiro, Brazil, where *Tiffany Rolfe*, Executive Vice President and Chief Creative Officer, R/GA, USA, will overlook the judging of entries entered in the WHAT section, each together with 10 amazing professionals.**

**The tradition of the Young Drummers Competition continues, this year together with the Slovenian Tourist Board, with whom we will invite to take part in the competition Young Drummers under 30 years of age from 57 countries. More will be announced very soon.**

**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. 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. First of them are already known.**

**CREATIVITY 4 CHANGE**

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!**

**THE AWARDS 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, Malta, Moldova, Montenegro, North Macedonia, 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-braking 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.

**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 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 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.

**WHAT’S NEW**

**There is a new award added to the Golden Drum awards line-up this year!**

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 competition of the festival strives for more clarity and relevance; therefore, it introduces new groups and some renamed existing ones.

The major changes in this year’s competition in the section **WHAT** are:

* categories in groups **Film, Print, Out of home**and **Audio**have been refreshed and merged
* in group **Digital & Mobile**is a new **Ecommerce** category and category Websites and micro sites is now **Websites, micro sites and apps**
* group **Design** is back!
* group **Innovation**is moved from section WHY to section WHAT and will focus on WHAT is outstanding about the communication solution in the chosen form and WHAT is the added value of its’ execution

The major changes in this year’s competition in the section **WHY**are:

* **Integrated**group was moved from section WHAT to section WHY and is searching for a really brilliant insight, relevant meaning or purpose of the chosen communications
* **Content**group previously known as Entertainment group also has a new category **Influencers**and is added for elevating and defining the growing importance of influence marketing
* former group Reach was renamed to **Engagement**and moved to the WHY section
* there are now only two categories in group **Social Good**: **Non-profit social good** for charity and non-profit cause marketing that promote general awareness and encourage critical thinking and community engagement and **Profit social good** for corporate social communications and responsibility campaigns

This year’s competition also brings a new point system for awarded series.

**MEET THE JURIES**

**THE WHY COMPETITION JURY**

**Álvaro Rodrigues,** **Chief Executive Officer & Chief Creative Officer at Fullpack in Rio de Janeiro, Brazil is with 26 Cannes Lions one of the most awarded and influential advertisers of his generation in Brazil, who will be the president of The WHY Competition Jury.**

**Joining Álvaro questioning the end goal of any intervention in the communication landscape:**

**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 and **Ivan Westerveen**, Creative Director, Saatchi&Saatchi Belgrade, Serbia.

“I consider it an enormous privilege to be The WHY Jury President at Golden Drum Festival this year. Having had the honour of serving on several juries worldwide before, I plan to show my jury a good time. We will talk a lot and we will learn a lot from each other.

I have always left a judging experience inspired, a little humbled, and often thrilled by work that is born out of creativity and executed with courage. Hope to see some of these at the Golden Drum!”

***Álvaro Rodrigues, president of the 26th Golden Drum Festival WHY Competition Jury***

**THE WHAT COMPETITION JURY**

**Tiffany Rolfe, Executive Vice President and Chief Creative Officer at R/GA in USA leads creative teams that work at the intersection of business and culture to deliver transformational work to global clients. A “Woman to watch” will be leading The WHAT Competition Jury.**

**Ten jury members will join Tiffany evaluating the entries following the criteria of the best solution and its most efficient implementation of individual works moving frontiers:**

**Yasmina Baz**, Regional Creative Director, Leo Burnett Beirut, Lebanon, **Michal Belej**, Associate Creative Director, Istropolitana Ogilvy, Slovakia, **Karolina Galácz**, 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 and **David Suda**, Creative Director, WMC/GREY Prague, Czech Republic.

*“Leading the WHAT jury at the Golden Drum Awards gives me the opportunity to explore the most impactful creative work today. It’s always inspiring to have deep conversations with the other jury members from around the globe to discuss what work is pushing culture, our industry, and brands forward.”*

***Tiffany Rolfe,* *president of the 26th Golden Drum Festival WHAT Competition Jury***

**CHECK THE FIRST SPEAKERS OF THE CONGRESS PROGRAMME**

**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 or 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.

**GOLDEN DRUM HALL OF FAME WELCOMES ANDREY GUBAYDULLIN**

A wall is just a wall. But whoever’s name is inscribed on it, briefly brushes against immortality. Then a wall becomes The Wall, the Golden Drum Hall of Fame Wall.

**This year the Hall of Fame welcomes Andrey Gubaydullin, Executive Creative Director and Co-owner, of Voskhod Creative Agency, Yekaterinburg – Moscow, Russia!**

Andrey founded his agency Voskhod (Russian for Sunrise) in 1996. Since then, it has grown from a small local company to a leading agency in the Russian advertising industry. Under his creative leadership, the agency has won a great number of awards at international advertising festivals and has been named Russian Creative Agency of the Year 7 times. Since 2012, Andrey has been a member of the Russian Advertising Academy.

Drummers know Andrey as a Festival friend, speaker and jury member, whose work has brought him and Voskhod many recognitions, among others The Golden Watch Award for the Creative Director of the year 2014 and Tartini Award for the most successful independent advertising agency of 2014.

*“I’ve visited Golden Drum many times, looked at the Hall of fame and read the names of people who have done a lot for the festival and advertising industry in Europe. Would I imagine that one day my name would be there too? I guess it always seemed to be beyond my wildest dreams.”*

*Andrey Gubaydullin, the new member of the Golden Drum Hall of Fame*

Andrey will receive this honour at the Golden Drum Award Ceremony on Friday, 18 October 2019.

**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)

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

**Additional information**

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