

BALCANNES

RULEBOOK

2024

WHAT IS BALCANNES

BalCannes is a neutral platform created by the industry for the industry that enables all agencies to show off their best projects, promotes their knowledge and competences and highlights their qualities and advantages in front of the entire creative community – which transcends national borders and unites the entire region.

WHO CAN ENTER BALCANNES

Whether you are an established agency with an impressive track record or up-and-coming stars of the communications industry, BalCannes is a place where you can demonstrate your worth to those who haven't had the pleasure of meeting you yet. Besides celebrating the spirit of the region and bringing together top agencies and advertisers from **Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia**, BalCannes serves as **indisputable proof of YOUR out-of-the-box creativity**.

WHAT'S NEW @ BALCANNES

Due to a large number of outstanding socially responsible projects entered last year, BalCannes just had to make more room for them to shine – that is why you can now enter projects in two separate groups of categories: **Market Mosaic**, where your cases will be awarded in the business categories in which they usually compete on the market including three new relevant market categories: **Crisis Response, Automotive and IT** and **Positive Change Mosaic** where you can enter projects that drive positive change in the world.

WHO JUDGES YOUR WORK

Bring out your best work and **seize this unique opportunity for the region to confirm what you think about yourself** from the perspectives of creators and makers – agencies and advertisers, whose unique yet complimentary viewpoints can paint you the whole picture of your work, something you can only get at BalCannes. If you're still hungry for more, BalCannes will satiate your creative appetite – an additional third jury comprised of the best representatives of the media will use their expert editorial skills to award the best with the **BalCannes Editor's Pick Award!** With these three different perspectives provided by a qualified jury of agencies, advertisers, and specialised industry media, show up, rise to the top and become part of our BalCannes #MosaicOfCreativity!

This Entry Guide serves as a source of detailed information on the competition. To access the latest updates, visit www.danikomunikacija.com/awards/balcannes.

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AWARDING THE BEST IN THE REGION

BalCannes is where the industry awards your best and most innovative ideas – and showers them with gold, silver, and bronze trophies. The best project of all wins the **BalCannes Grand Prix** and the sum of the awarded points determines who wins the **BalCannes Best Agency and Best Advertiser award**. Most importantly, by earning a spot in the BalCannes Report you will be **listed among the best in the region!**

BalCannes is a neutral platform created by the industry for the industry that enables all agencies to show off their best projects, promotes their knowledge and competences and highlights their qualities and advantages in front of the entire creative community – which transcends national borders and unites the entire region.

AWARDS CATEGORIES

BalCannes is all about celebrating great ideas – that is why you can now enter cases in two competition tracks: **Market Mosaic** and **Positive Change Mosaic**. But that's not all – the **Market Mosaic** track has **three new categories to offer: Crisis Response, Automotive and IT**.

And of course, **one does not exclude the other** – your case entered in any of the **Positive Change Mosaic** categories can also be submitted in one of the **Market Mosaic** categories it belongs in. In this case, each category represents a separate entry for which you can win separate awards, so by submitting the same case in two groups you are entering your case twice and therefore need to cover two entry fees.

GROUP I. MARKET MOSAIC

In **Market Mosaic**, your cases will be awarded in the business categories in which they usually compete on the market. If your case does not fit into any of the listed business categories, you can enter it in the 15th category “Miscellaneous”. The organiser retains the right to recategorize any submitted case. The number of cases submitted by a certain agency is **unlimited**.

In every one of the listed categories, you can win a **gold, silver, or bronze award**:

- | | |
|----------------------------|-----------------------------------|
| 1. Food | 9. Fashion and Beauty |
| 2. Alcoholic Beverages | 10. Tourism, Culture and Leisure |
| 3. Non-alcoholic Beverages | 11. Corporate Communications* |
| 4. Telecommunications | 12. NEW: Crisis Response** |
| 5. Finance and Insurance | 13. NEW: Automotive |
| 6. Retail | 14. NEW: IT |
| 7. Health and Pharmacy | 15. Miscellaneous |
| 8. Household | |

*The Corporate Communications category celebrates projects that aim to nurture the reputation of a company or a brand, including employer branding and self-promotion campaigns.

**The Crisis Response category highlights efforts whose primary goal is to provide information, support and guidance to the affected population and stakeholders amidst a crisis while aiming to minimize harm, maintain trust and credibility.

NEW: GROUP II. POSITIVE CHANGE MOSAIC

The **Positive Change Mosaic** celebrates social actions and the power of creativity that drives positive change in the world. In this category, you can show how your project has contributed to the UN 2030 **sustainable development goals** for the people, the planet, prosperity, peace, partnership, as well as inclusion, fairness, and equality. **This track is open to both profit and non-profit campaigns.**



1. Green Impact

This category celebrates efforts that have encouraged people to make greener choices and/or boosted the popularity of eco-friendly products and services incorporating environmentally conscious messaging into their marketing – for example, initiatives that tackle issues such as affordable and clean energy, clean water and sanitation, sustainable cities and communities, responsible consumption and production, climate action and protecting marine and land life.

2. Community Care

This category celebrates marketing efforts that were effective in addressing a social problem or in expanding an existing effort in ways that benefit our society. This category is all about creating positive societal and cultural change, challenging the established status quo, and changing accepted norms and stereotypes that create social inequalities – for example, initiatives that tackle poverty, access to healthcare & education, creating a more diverse, equitable and inclusive society, creating equal opportunities and work and in wider society for all members of our society.

CELEBRATING THE BEST

SHORTLIST AND BALCANNES FINALISTS

Your ideas and projects on the BalCannes shortlist mean that the expert jury found your work to be exceptional and among the strongest entries coming from five countries in the region. Before the awards ceremony, we will **showcase your shortlisted cases** to the industry community, clients, and the media in the region by shouting out your exceptional projects daily and promoting them across social and specialised industry media. This is a one-of-a-kind announcement that will capture the attention of the entire region for weeks and spotlight your work in a unique way. After the awards ceremony, finalists will be awarded special BalCannes certificates.

BALCANNES WINNERS: THE GOLD, THE SILVER, AND THE BRONZE

Your best ideas that are selected for being outstanding and win in any of the 17 categories in both competition tracks can be awarded **gold awards for winning first place, silver for second and bronze for third-best in any category**, in case the minimum requirement to win the award has been met. For every award you win you will receive a BalCannes trophy. All winning projects will be awarded one trophy on the stage during the awards ceremony; however, it is possible to order additional copies later for a fee.

BALCANNES EDITOR'S PICK AWARD

Your work will not only be awarded by agencies and advertisers – the media representatives with a deep understanding of our industry from all competing countries will be invited to choose one standout project among the projects shortlisted by the Agencies Jury and Advertisers Jury. The members of the Media Jury will be selected by the Organising Committee based on their extensive experience and relevant presence on the region's advertising scene. To choose a project worthy of this special award, they will judge the shortlisted projects from their unique perspective and according to their own criteria. First, they will individually score the shortlisted cases from 1 to 10 and determine the top five cases according to the Media Jury based on the scoring results and a potential revision following the discussion. Then they will discuss these top five cases together and choose the winner of the Editor's Pick Award by majority vote.



BALCANNES GRAND PRIX

BalCannes Grand Prix represents the main award for the extraordinary work during the entire year, and it shall be won by a project with the most points in total awarded by members of the Agencies Jury and the Advertisers Jury, which has also won a gold award in its respective category.

BALCANNES BEST AGENCY & BEST ADVERTISER

BalCannes chooses the **Best Agency** and the **Best Advertiser** in the region! These top awards are given to agencies/advertisers with the highest sum of total awarded points across the competition that they have gathered throughout the process of judging from their peers – agencies and advertisers alike. Points gained by winning the Editor's Pick Award also count towards the total score. All applicants are contenders for this prestigious praise-worthy titles. Besides the trophies, fame, and the competition glamour, all the best agencies become a part of the special BalCannes Report.

BALCANNES REPORT

BalCannes Report is the definitive outline and an important overview of the industry activity in the region which will be published on a yearly basis with a list of the best overachievers on the market and will be made available to the wider public. Aiming to make the most out of the unique judging perspectives of advertisers and agencies, but also the specialized industry media, in the weeks following the ceremony, BalCannes will publish this prime report. Once the competition is over, the results will be analysed to determine who was at the top according to different criteria – the best in every country, category, the best agency, the best advertiser, according to the opinion of the Agencies Jury, Advertisers Jury, Media Jury, etc.

POINT STRUCTURE

The results of the competition will be ranked according to the distribution of points as follows:

- **BalCannes finalists** are awarded 1 point.
- **BalCannes Bronze** winners are awarded 5 points.
- **BalCannes Silver** winners are awarded 10 points.
- **BalCannes Gold** winners are awarded 20 points.
- **BalCannes Editor's Pick Award** winner is awarded 20 points.
- **BalCannes Grand Prix** winner is awarded 30 points.

The assignment of points is not cumulative and only the points awarded for the top position that the case has achieved count towards the final score. This means that winning a gold, silver, or bronze award in any of the 17 categories excludes the points you would win for being a finalist. Likewise, winning a Grand Prix award excludes the points for any awards of the lower rank that the case has won in its primary category (gold one in this case). The Editor's Pick Award does not exclude any of the points won in the respective category of the case nor the Grand Prix. If more than one agency has submitted the project (which we recommend avoiding), it is necessary to specify the primary agency in the entry form, to which all points will be awarded (if the case wins an award or is shortlisted).

APPLICATION AND DEADLINES

You can enter the BalCannes 2024 regional creative competition by submitting your case by **16 November 2023 the latest**.

You can participate with any and all of your marketing cases from **Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia** that are eligible to enter, whether they are full, integrated campaigns or unique, separate efforts within a campaign which have been published within the two-year eligibility period from **20 August 2021 to 16 November 2023**. Any case that has



been introduced earlier or continued after the eligibility period can also compete under the condition that at least some elements of the case were announced in the eligibility period.

Your entries and video summaries **must be submitted in the native language of the entrant or in English**. In case there is a chance that the creative material will not be fully understood by the jury in the native language of the entrant, it is recommended to add English subtitles.

Full campaigns, as well as individual, unique efforts within the campaign that represent an idea are eligible for your entry to the competition (for example TVC or a TVC series, print or a series of print advertisements, events, PR, flyers, videos intended for social media etc.).

HOW TO APPLY

You can submit your cases to the website www.danikomunikacija.com/awards/balcannes in three simple steps:

1. PROVIDE GENERAL DATA ABOUT YOUR PROJECT

Enter general data about the project that the organiser needs in case you win an award and to carry out the competition: title of the case, name of the agency and the client, category in which you are competing and data on the company which is entering the case.

2. UPLOAD YOUR CASE

You can present your case in **one of two ways: video summary or a PDF document**. In both cases, for the sake of retaining the neutrality of judging, any data on the primary agency, author of the work, strategic partners or individuals which partook in the drafting of the submitted case **IS NOT ALLOWED TO BE ENCLOSED** in the video summary nor the .PDF document. If the entrant fails to adhere to this condition, the case will be disqualified.

A. VIDEO SUMMARY

You can present your case in the form of a video summary with the following technical specifications:

- **Duration:** recommended up to two (2) minutes, max. three (3) minutes*
- **Format:** .mp4
- **Min. resolution:** 1280 x 720
- **Max. size:** 500 MB

* Please keep in mind that the jury members review many cases – that is why it is preferable to keep the video short and sweet.

The video summary **must not contain** any data on the primary agency, author of the work, strategic partners or individuals which partook in the drafting or implementation of the submitted project.

B. .PDF DOCUMENT

The .PDF document **must not contain** a link to the video summary (if there is one), nor any links such as the ones to the website of the primary agency, author of the work, strategic partners or individuals which partook in the drafting of the submitted project.

If the case can be presented in such manner that it does not require a video summary, you may submit it in the form of a .PDF document.

When submitting your entry, you need to choose just one of these two ways to present your work, which means that you cannot enclose both the video summary and a .PDF document in the entry form.



3. UPLOAD THE MAIN VISUAL AND THE MAX.150 WORDS LONG WRITTEN SUMMARY

You should submit the main visual of the campaign that could be used for promotional purposes in the **.jpg/.jpeg** format (recommended A4), with a minimum resolution of **300 dpi**. You also need to submit a summary of the main challenge of the brief (**max. 150 words**), your solution and achieved results. This summary will be published in case your case is shortlisted, which means that by sending in your submission you **are giving consent for this summary to be published**.

All types of advertisements (TV ads, radio ads etc.) must be submitted in its original form without any additional changes and the means of interactive communication must be submitted with an active link.

SELECTION OF WINNERS

BalCannes is the only competition in this part of the world where everyone who enters can find out what agencies and advertisers think about their case, but also the media with its special award, painting the whole picture about its level of success from three different perspectives! The selection of winners is conducted by the expert jury which does not have access to the data on the authors of the submitted projects and takes place in two rounds.

1. FIRST ROUND: PRE-SELECTION

In the first, pre-selection round, the two juries of advertisers and agencies decide on the cases which deserve to be shortlisted by voting YES/NO. All your cases that win more than 50% of the “YES” votes enter the second round and become shortlisted. Note, once the first round is completed, the jury can review the shortlist and, by majority vote, add any case that did not meet the requirements originally onto the shortlist or remove any case that originally did meet the requirements from the shortlist. This way, it is ensured that the jury discussion comes into play, correcting any possible oversights and doublechecking the common standard.

2. SECOND ROUND: SELECTION

In the second, selection round, the two juries discuss the cases separately and each jury member scores the cases from 1 to 10. The final ranking is determined by an average of awarded scores from jury members of the Agencies Jury and the Advertisers Jury which determines which cases win gold, silver, or bronze awards. The minimal threshold for winning a gold award is 6.5 points and the minimal threshold for winning the silver and bronze awards is 5.5 points.

The winners will be announced in April 2024 during a prestigious awards gala on the main stage of the DK festival in Rovinj.

The jury can discuss during the entire course of the deliberations. In the event that the case does not comply with the stipulations of the BalCannes Entry Guide, a member of the jury can suggest that the case should be disqualified to the organiser only in the first, pre-selection round, after which they continue to judge the case as if the question had never been raised. Upon the completion of judging in the first round, the BalCannes Organising Committee reviews whether the case in question is compliant with the rules of the competition and after contacting the entrant with a request for additional information, if needed, decides whether the case should be disqualified from the competition.

BALCANNES ORGANISING COMMITTEE & ADVISORY BOARD



BalCannes Advisory Board is an advisory body that is active in the period of planning and organising of the regional creativity competition BalCannes, established with the goal to advise the BalCannes Organising Committee in its efforts to align the competition with the needs of the industry, as well as with the needs of the countries participating at BalCannes (Bosnia and Herzegovina, Croatia, Northern Macedonia, Slovenia, and Serbia).

BalCannes Organising Committee is an executive body in all stages of planning, organisation, and implementation of the BalCannes competition, established with the primary task of advancing the quality and growth of the BalCannes regional creative competition.

BALCANNES JURY: THE PARTNERSHIP OF AGENCIES AND ADVERTISERS

The BalCannes jury is unique; it brings together representatives of agencies and advertisers from **Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia** and showcases the value of the agency-client partnership, as is the case in the market. This jury consists of the best industry experts in the region, chosen by the BalCannes Organising Committee and is based on recommendations from the BalCannes Advisory Board, their quality of expertise, responsibility as a juror, necessary experience in the industry and known market results. The BalCannes Advisory Board also chooses the presidents of the juries that will lead the juries in their respective specialties.

INDEPENDENT JUDGING, FAIRNESS AND NEUTRALITY

In the second round of the competition, each of these juries (Agencies Jury, Advertisers Jury) discusses and scores the cases independently. A separate voting is organised for the Media Jury's Editor's Pick Award. The final ranking of BalCannes is determined by an average of points awarded by jury members of the Agencies Jury and the Advertisers Jury. The rankings of top cases according to each of the juries respectively will be published in the BalCannes Report.

In order to retain the neutrality of the judging process, only one representative of a certain advertiser, agency or an agency network can be a jury member and to ensure a fair selection process, jury members also cannot vote for the cases in which they have affiliate or any other interests.

Additionally, to avoid positive/negative selection, jury members will also be excluded from judging the cases which were submitted by their sister agencies or companies in other countries.

SELECTION CRITERIA

While selecting the best BalCannes ideas and projects, all jury members are guided by the following criteria which are divided into four groups: **idea's creative relevance, idea's market relevance, idea's media neutrality and idea's quality of execution.**

1. Idea's creative relevance criteria

In all categories, BalCannes awards the most original concepts which are authentic, attractive, and convincing. Original cases are those cases that are authentic and do not recycle existing ideas or creative concepts. We aim to recognise and disqualify all plagiarised cases. Convincing cases are those cases which are a refreshment on the advertising scene, which are different from the ordinary, innovative, extraordinary, and exciting. Convincing cases are those that are convincing to the target audience and projects that are in that way relevant and have the necessary level of persuasiveness.

2. Idea's market relevance criteria

An idea cannot serve its own purpose, it must be grounded in real market needs. When selecting the best cases, the jury takes into consideration the challenge of communication in a specific market category and prefers cases which achieve an impact in a competitive surrounding rather than cases with a low relevance on the market. BalCannes, as a regional creativity competition, scores cases while taking into consideration specificities of local markets – market position and characteristics of a brand, business category characteristics, characteristics of target audiences, competitive surroundings etc.

3. Idea's media neutrality criteria



BalCannes values the quality of an idea and its execution no matter which media was used. It expects that the idea and its execution have taken into account and thought about the specificities of a certain media.

4. Idea's quality of execution criteria

Quality of execution is assessed but is always viewed in relation to the idea. The quality of execution in the BalCannes competition is insufficient on itself if it is not relating to the idea, if the idea is incomplete, trivial, or even non-existent.

ELIGIBILITY CONDITIONS

Eligibility period encompasses a period from **20 August 2021 to 16 November 2023**. Application period is open until **16 November 2023**.

In order to participate in the BalCannes regional competition, BalCannes entries must be:

- creative products of legal persons or independent artists registered in territories of Bosnia and Herzegovina, Croatia, Slovenia, Serbia, and North Macedonia for which they own appropriate copyrights,
- ordered, approved, and produced for the advertiser/customer and published at their expense in the eligibility period indicated in this Entry Guide,
- published in the eligibility period, by what, according to the criteria of the profession, they indisputably represent real market activity based on the business interests of the advertiser/customer in form and quantity,
- submitted in the form defined by this Entry Guide, in compliance with the rules of the competition and followed by an entry form where all requested information is indicated,
- submitted with the client's approval – only those cases that clients have approved and used, published, and implemented during the eligibility period are eligible for entry, noting that by entering the case into the competition, the entrant guarantees that they have the client's approval to enter the case into the competition, that the case is compliant with eligibility conditions and that it is completely in accordance with the BalCannes Entry Guide,
- in possession of appropriate copyrights and respectful of the Codes of Conduct according to the laws of parent state.

In all categories, full, integrated campaigns as well as individual, unique efforts within the campaign that represent an idea are eligible for entry into the competition (for example TVC or a TVC series, print or a series of print advertisements, events, PR, flyers, videos intended for social media etc.).

To participate in the BalCannes regional competition, the submitted cases CANNOT be:

- adapted cases of international companies, except for cases that have been substantially upgraded to fit the needs of the local market,
- cases that infringe copyrights or break any laws or codes in the Republic of Bosnia and Herzegovina, Republic of Croatia, Republic of North Macedonia, Republic of Serbia, and Republic of Slovenia.
- cases that have previously been entered into the BalCannes competition except for cases that have been significantly altered or upgraded since the last time they were entered into the competition.

Any entrant that fails to adhere to these rules can be **suspended from future participation in the competition in the period from one to three years**, according to the decision of the Organising Committee. In case it is retrospectively determined that rules have not been adhered to, the trophy will be taken away, and the public will be notified about all the relevant information about the disqualification of the entrant in question.



The entry, once submitted, is considered final, and any data listed in it cannot be changed subsequently. By submitting the entry form, the applicant gives the organiser the right to publish submitted cases in their original form for any needs of the competition.

ENTRY FEES

In order for your entry to be valid, you need to fill out the form on the website www.danikomunikacija.com/awards/balcannes and complete the payment within the prescribed deadline – **10 January 2024**. Please note, the final invoice will be issued upon the completion of the competition, i.e., in April 2024.

The entry fees for the BalCannes competition per case are the following:

- Early Entry Deadline (**up to 17 October**): 190 EUR + VAT;
- Late Entry Deadline (**up to 16 November**): 270 EUR + VAT.

The registration fee for DK2024 is not included in the BalCannes competition entry fee.

In case the payment has not been completed, the case will not be able to compete in the BalCannes competition.

PROTECTION OF PERSONAL DATA

Protection of personal data is of utmost importance to us. All contact information as well as any additional data that you enter while applying to the BalCannes competition are confidential, and you can find more information on how we handle your data in our [Privacy Policy](#).

CONTACT

If you need any additional information, or have questions regarding the eligibility conditions, upload of creative materials etc., feel free to contact us at info@danikomunikacija.com or at:

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