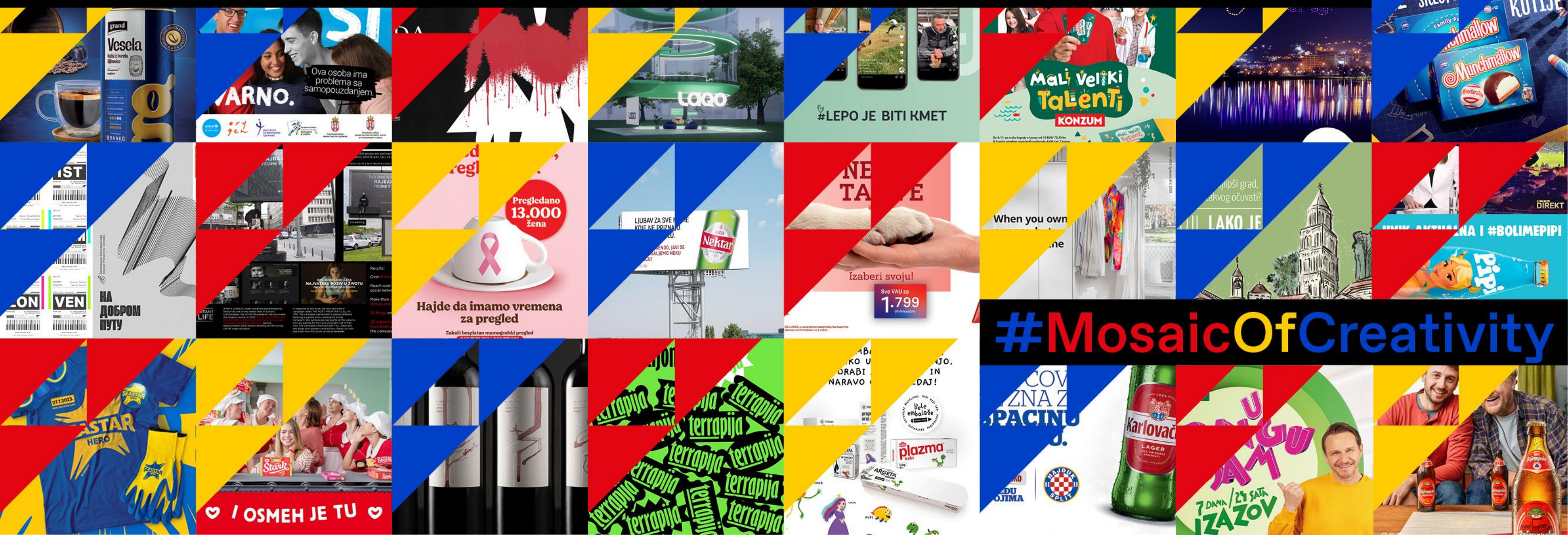




# BALCANNES REPORT







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# Meet BalCannes

BalCannes is where the industry awards the best and most innovative ideas — and showers them with gold, silver, and bronze trophies.

This neutral platform created by the industry for the industry enables all agencies to show off their best projects and spotlights them in front of the entire creative community — which transcends national borders and unites the entire region.

With that in mind, we hope you find this mosaic of creativity inspiring and that it makes you proud to be part of this regional story.

— BalCannes team






## SELECTION CRITERIA

IDEA'S CREATIVE  
RELEVANCE

IDEA'S MEDIA  
NEUTRALITY

IDEA'S MARKET  
RELEVANCE

IDEA'S QUALITY OF  
EXECUTION



When selecting the Best BalCannes ideas and projects, besides their vast experience and well-honed instincts, all jury members are guided by the criteria defined in the Entry Guide.





# Browse the BalCannes rankings

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# Top 10 projects @BalCannes overall

01	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / I. Market Mosaic / Health and Pharmacy
02	<b>U Bingu sam</b> / Via Media / Bingo / I. Market Mosaic / Retail
03	<b>It's Time for Your Time</b> / Studio Tumpić/Prenc / Franc Arman / I. Market Mosaic / Alcoholic Beverages
04	<b>PIPI – A TOAST FOR EVERY ROAST</b> / Imago Ogilvy / Pipi Beverages / I. Market Mosaic / Non-alcoholic Beverages
05	<b>Štark – I osmeh je tu</b> / Ovation BBDO / Atlantic Grupa / I. Market Mosaic / Food
06	<b>Lepo je biti kmet</b> / Agencija 101 / Ministry of Agriculture, Forestry and Food, Slovenia / I. Market Mosaic / Miscellaneous
	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / II. Positive Change Mosaic / Community Care
07	<b>THE WHITE BOXES</b> / Herman & partnerji / Mercator / I. Market Mosaic / Retail
08	<b>EVERYBODY GUC GUC</b> / Imago Ogilvy / Studena / I. Market Mosaic / Non-alcoholic Beverages
09	<b>Munchmallow – Sav od igre</b> / Žiška / Jaffa Crvenka / I. Market Mosaic / Food
10	<b>Na dobrom putu</b> / McCann Beograd / Beogradska Filharmonija / I. Market Mosaic / Tourism, Culture and Leisure

This is a Top 10 ranking of all BalCannes projects as judged by our Advertisers and Agencies Jury – congrats to everyone who made it onto this list!



# Top 3 projects @BalCannes by country

## Ranking of projects @Bosnia and Herzegovina

01	<b>U Bingu sam</b> / Via Media / Bingo / I. Market Mosaic / Retail
02	<b>GenChange</b> / MITA Group / European Union Special Representative (EUSR) / I. Market Mosaic / Tourism, Culture and Leisure
03	<b>Čarobnjak za tišinu</b> / MITA Group / Xella BH / Ytong / I. Market Mosaic / Corporate Communications & Miscellaneous

## Ranking of projects @Croatia

01	<b>It's Time for Your Time</b> / Studio Tumpić/Prenc / Franc Arman / I. Market Mosaic / Alcoholic Beverages
02	<b>PIPI – A TOAST FOR EVERY ROAST</b> / Imago Ogilvy / Pipi Beverages / I. Market Mosaic / Non-alcoholic Beverages
03	<b>EVERYBODY GUC GUC</b> / Imago Ogilvy / Studena / I. Market Mosaic / Non-alcoholic Beverages

## Ranking of projects @North Macedonia

01	<b>Dresses with pockets</b> / McCann Skopje / Halkbank AD Skopje / I. Market Mosaic / Finance and Insurance
02	<b>B side Billboards</b> / McCann Skopje / Halkbank AD Skopje / I. Market Mosaic / Finance and Insurance
03	<b>Dresses with pockets</b> / McCann Skopje / Halkbank AD Skopje / II. Positive Change Mosaic / Community Care

## Ranking of projects @Serbia

01	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / I. Market Mosaic / Health and Pharmacy
02	<b>Štark – I osmeh je tu</b> / Ovation BBDO / Atlantic Grupa / I. Market Mosaic / Food
03	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / II. Positive Change Mosaic / Community Care

## Ranking of projects @Slovenia

01	<b>Lepo je biti kmet</b> / Agencija 101 / Ministry of Agriculture, Forestry and Food, Slovenia / I. Market Mosaic / Miscellaneous
02	<b>THE WHITE BOXES</b> / Herman & partnerji / Mercator / I. Market Mosaic / Retail
03	<b>GastarbAlter</b> / Agencija 101 / Counseling office for Workers / II. Positive Change Mosaic / Community Care



# Top 10 projects according to the Agencies Jury vs. Advertisers Jury

## Agencies Jury Ranking

01	<b>It's Time for Your Time</b> / Studio Tumpić/Prenc / Franc Arman / I. Market Mosaic / Alcoholic Beverages
02	<b>U Bingu sam</b> / Via Media / Bingo / I. Market Mosaic / Retail
03	<b>PIPI - A TOAST FOR EVERY ROAST</b> / Imago Ogilvy / Pipi Beverages / I. Market Mosaic / Non-alcoholic Beverages
04	<b>Lepo je biti kmet</b> / Agencija 101 / Ministry of Agriculture, Forestry and Food, Slovenia / I. Market Mosaic / Miscellaneous
05	<b>Štark – I osmeh je tu</b> / Ovation BBDO / Atlantic Grupa / I. Market Mosaic / Food
06	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / I. Market Mosaic / Health and Pharmacy
07	<b>GastarbAlter</b> / Agencija 101 / Counseling office for Workers / II. Positive Change Mosaic / Community Care
08	<b>EVERYBODY GUC GUC</b> / Imago Ogilvy / Studena / I. Market Mosaic / Non-alcoholic Beverages
09	<b>Kad sjedne prva plaća</b> / Bruketa&Žinić&Grey / Heineken Hrvatska / I. Market Mosaic / Alcoholic Beverages
10	<b>Na dobrom putu</b> / McCann Beograd / Beogradska Filharmonija / I. Market Mosaic / Tourism, Culture and Leisure

## Advertiser Jury Ranking

01	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / I. Market Mosaic / Health and Pharmacy
02	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija / II. Positive Change Mosaic / Community Care <b>THE WHITE BOXES</b> / Herman & partnerji / Mercator / I. Market Mosaic / Retail
03	<b>Munchmallow – Sav od igre</b> / Žiška / Jaffa Crvenka / I. Market Mosaic / Food <b>Za sve ono što nas spaja</b> / Leo Burnett Belgrade / Heineken / I. Market Mosaic / Alcoholic Beverages
04	<b>Odvoji, lako je</b> / CTA komunikacije / Čistoća Split / II. Positive Change Mosaic / Green Impact
05	<b>Kako si, ali stvarno?</b> / Ovation BBDO / UNICEF Srbija / II. Positive Change Mosaic / Community Care <b>Štark – I osmeh je tu</b> / Ovation BBDO / Atlantic Grupa / I. Market Mosaic / Food
06	<b>Odvoji, lako je</b> / CTA komunikacije / Čistoća Split / I. Market Mosaic / Miscellaneous <b>U Bingu sam</b> / Via Media / Bingo / I. Market Mosaic / Retail
07	<b>Financijska početnica: Oni od plaće do plaće</b> / Imago Ogilvy / RBA - Raiffeisenbank Hrvatska / I. Market Mosaic / Finance and Insurance <b>No place like home</b> / BBDO Zagreb / IKEA / I. Market Mosaic / Household <b>PIPI – A TOAST FOR EVERY ROAST</b> / Imago Ogilvy / Pipi Beverages / I. Market Mosaic / Non-alcoholic Beverages
8	<b>Kampanja finansijskog opismenjavanja</b> / Imago Ogilvy / RBA - Raiffeisenbank Hrvatska / II. Positive Change Mosaic / Community Care <b>NEO23 VAU platform</b> / Leo Burnett Belgrade / A1 Srbija / I. Market Mosaic / Telecommunications
9	<b>Lepo je biti kmet</b> / Agencija 101 / Ministry of Agriculture, Forestry and Food, Slovenia / I. Market Mosaic / Miscellaneous
10	<b>THE WHITE BOXES</b> / Herman & partnerji / Mercator / II. Positive Change Mosaic / Green Impact



# Top 10 Positive Change Mosaic Projects @BalCannes 2024

## Community Care

01	<b>Najvažniji poziv u životu</b> / Jazavac i Utorak / Hemofarm fondacija
02	<b>GastarbAlter</b> / Agencija 101 / Counseling office for Workers
03	<b>Kako si, ali stvarno?</b> / Ovation BBDO / UNICEF Srbija
04	<b>Kampanja finansijskog opismenjavanja</b> / Imago Ogilvy / RBA - Raiffeisenbank Hrvatska
	<b>Mali veliki talenti</b> / ZOO agencija / Konzum
05	<b>#Playforskateistan</b> / Futura DDB / Skateistan

## Green Impact

01	<b>Odvoji, lako je</b> / CTA komunikacije / Čistoća Split
02	<b>terapija - Liječimo Zemlju edukacijom</b> / 404 / Terra Hub
03	<b>THE WHITE BOXES</b> / Herman & partnerji / Mercator
04	<b>Be a SeaStar Hero!</b> / Studio Sonda / TZ Poreč
05	<b>Krv nije moda</b> / Kontra agency / Prijatelji životinja



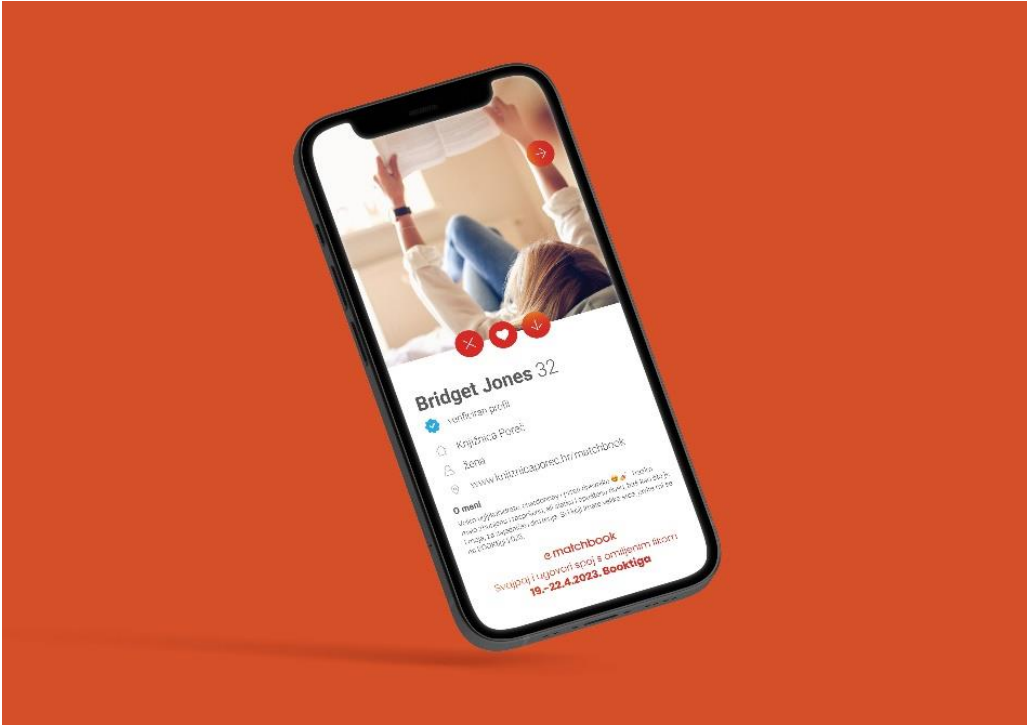
# Top 5 projects according to the Media Jury

Our jury of specialised industry Media professionals comprised their list of Top 5 BalCannes projects and decided to hand out a special recognition for contribution to culture.

## TOP 5 PROJECTS @BALCANNES ACCORDING TO THE MEDIA JURY:

01	EVERYBODY GUC GUC / Imago Ogilvy / Studena / I. Market Mosaic / Non-alcoholic Beverages
02	U Bingu sam / Via Media / Bingo / I. Market Mosaic / Retail
03	Za sve ono što nas spaja / Leo Burnett Belgrade / Heineken / I. Market Mosaic / Alcoholic Beverages
04	Manifesto in the sky / Creative Disorder Studio / One Albania / I. Market Mosaic / Telecommunications
05	Najvažniji poziv u životu / Jazavac i Utorak / Hemofarm fondacija / II. Positive Change Mosaic / Community Care

### MEDIA JURY’S SPECIAL RECOGNITION FOR CONTRIBUTION TO CULTURE BOOKtiga MatchBook (Studio Sonda, Gradska knjižnica Poreč)



In the world of fast media, aiming to ignite the love for books in younger generations and increase the number of BOOKtiga (festival of used books) visits, MATCHBOOK, a dating-app-like web platform, was designed to connect us with books we fall in love with. We brought to life characters from the classics: Anna Karenina, Simon Basset, Robinson Crusoe, Jay Gatsby, Bridget Jones... and in order for visitors to meet the characters and "match" with them, dating profiles were created. So. visitors could arrange a „date“ during BOOKtiga. and beside the date, they were rewarded with a book and an annual membership.

The excellent results of the campaign confirmed the perfect combination of contemporary lifestyle and timeless love: 1,150 books sold, 1,715 EUR collected, 1,500 visitors, 3x more visits to the library's website, 4% average ER and 40 romantic dates in just 3 days (mostly younger generations).

— Studio Sonda team

# Top 10 advertisers @BalCannes 2024

01	Hemofarm fondacija
02	Studena
03	Atlantic Grupa / Beogradska Filharmonija / Bingo / Čistoća Split / Franc Arman / Ministry of Agriculture, Forestry and Food, Slovenia / Pipi Beverages
04	Croatia osiguranje
05	Mercator / RBA - Raiffeisenbank Hrvatska
06	A1 Serbia / Counseling office for Workers / Heineken / Jaffa Crvenka
07	Heineken Hrvatska / Skateistan
08	Burek Olimpija / ePlaneta / One Albania / Terra Hub / UNICEF Srbija
09	Halkbank AD Skopje
10	IKEA / Konzum / TZ Poreč

These are the advertisers  
that have won the most  
points @BalCannes overall.



# Top 3 advertisers @BalCannes by country

Check out which  
advertisers made it to the  
top 3 list in their  
respective countries.

## Ranking of advertisers @Bosnia and Herzegovina

01	Bingo
02	European Union Special Representative (EUSR)
03	Xella BH / Ytong

## Ranking of advertisers @Croatia

01	Studena
02	Čistoća Split
03	Franc Arman
	Pipi Beverages

## Ranking of advertisers @North Macedonia

01	Halkbank AD Skopje
02	Crnogorski Telekom
03	Grand Auto

## Ranking of advertisers @Serbia

01	Hemofarm fondacija
02	Atlantic Grupa
03	Beogradska Filharmonija

## Ranking of advertisers @Slovenia

01	Ministry of Agriculture, Forestry and Food, Slovenia
02	Mercator
03	Counseling office for Workers

# Top 10 agencies @BalCannes 2024

01	Imago Ogilvy
02	Jazavac i Utorak
03	Agencija 101
04	Ovation BBDO
05	Bruketa&Žinić&Grey
06	Leo Burnett Belgrade
07	CTA komunikacije / McCann Beograd / Studio Tumpić/Prenc / Via Media
08	Herman & partnerji
09	Žiška
10	Futura DDB

These are the agencies that  
have won the most points  
@BalCannes overall.



# Top 3 agencies @BalCannes by country

## Ranking of agencies @Bosnia and Herzegovina

01	Via Media
02	MITA group

## Ranking of agencies @Serbia

01	Jazavac i Utorak
02	Ovation BBDO
03	Leo Burnett Belgrade

## Ranking of agencies @Croatia

01	Imago Ogilvy
02	Bruketa&Žinić&Grey
03	CTA komunikacije
	Studio Tumpić/Prenc

## Ranking of agencies @Slovenia

01	Agencija 101
02	Futura DDB
03	AV STUDIO

## Ranking of agencies @North Macedonia

01	McCann Skopje
02	Saatchi & Saatchi Skopje
03	AdValue

Yes, we're all in this together, but we know you all want to know where you stand compared to other agencies from your countries — we hope you like what you see!



# Visit the BalCannes Hall of Fame

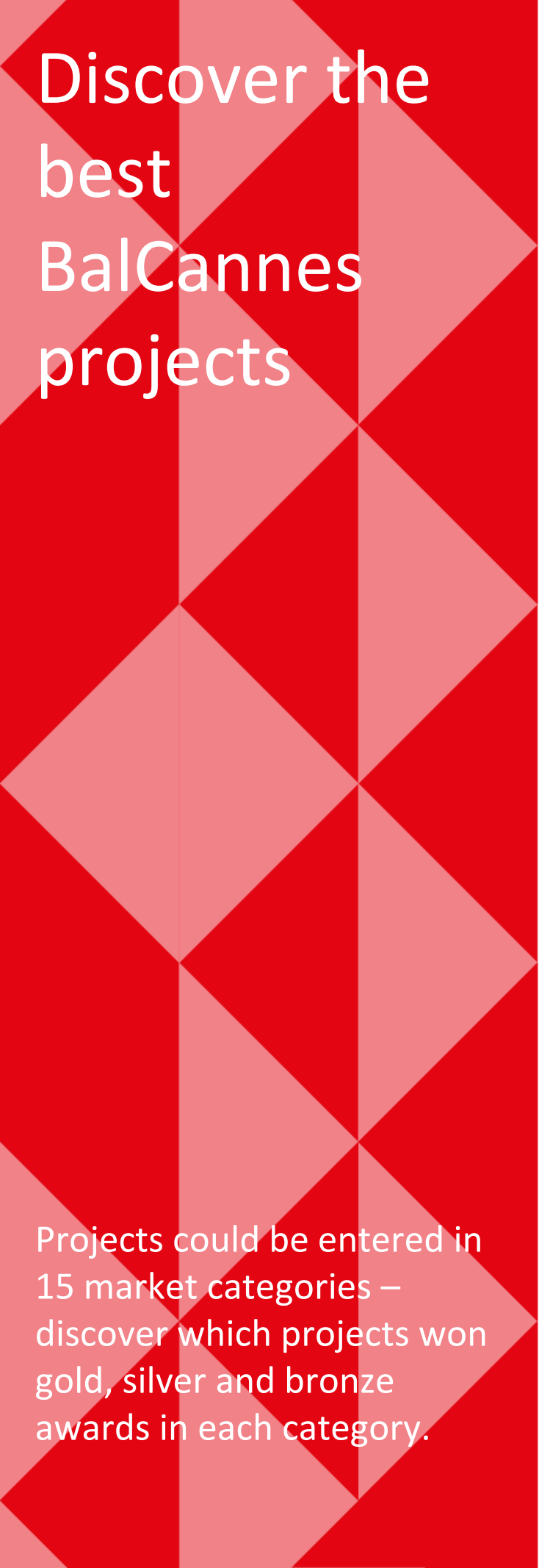
01

Winners by categories

02

BalCannes special awards





Discover the  
best  
BalCannes  
projects

Projects could be entered in  
15 market categories –  
discover which projects won  
gold, silver and bronze  
awards in each category.

## Market Mosaic

- |    |                              |
|----|------------------------------|
| 01 | Food                         |
| 02 | Alcoholic Beverages          |
| 03 | Non-alcoholic Beverages      |
| 04 | Telecommunications           |
| 05 | Finance and Insurance        |
| 06 | Retail                       |
| 07 | Health and Pharmacy          |
| 08 | Household                    |
| 09 | Fashion and Beauty           |
| 10 | Tourism, Culture and Leisure |
| 11 | Corporate Communications     |
| 12 | Crisis Response              |
| 13 | Automotive                   |
| 14 | IT                           |
| 15 | Miscellaneous                |

# BalCannes Gold Food

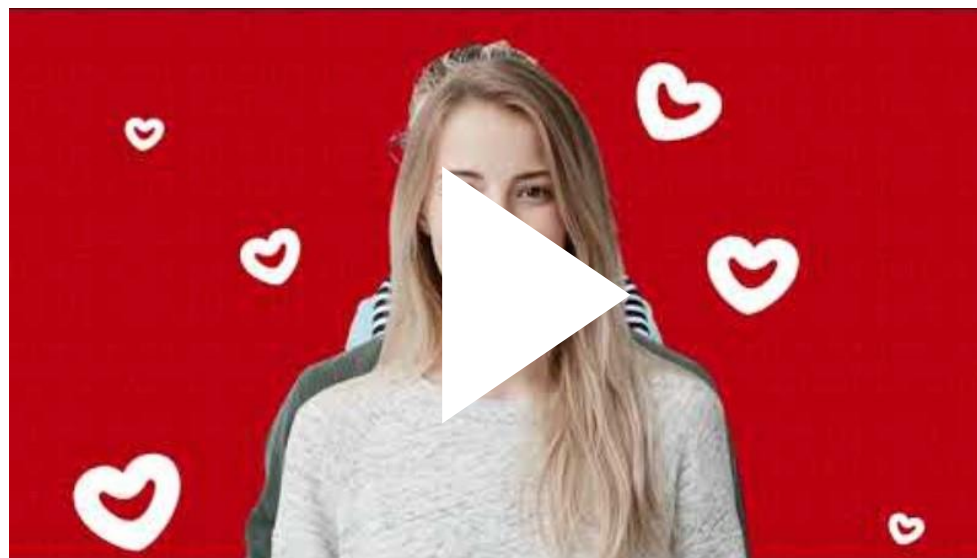
Project  
Štark - I osmeh je tu

Agency  
Ovation BBDO

Advertiser  
Atlantic Grupa

Strategic partners  
Rooster Production

Country  
Serbia



In 2022, Štark made a big brand change – a new logo, new packaging design and a new brand position. For a traditional lovemark, even the smallest changes are earthquakes for consumer perception, which nudged us to be extra careful and creative.

We started with a simple "ŠTA?" (what) on OOH & digital and a key teaser video showed us a warm and pleasant relationship between a grandma and granddaughter (previously seen in a regional movie hit "Leto kad sam naučila da letim"). Štark was changed, but its heart remained full of love. And now it ticks in the rhythm of Bajaga's famous song, not only for all the people who loved Štark for decades, but for all of them who are still to fall in love with this lovemark.

— Ovation BBDO team





BalCannes  
Silver  
Food

Project  
Munchmallow - Sav od igre

Agency  
Žiška

Advertiser  
Jaffa Crvenka

Strategic partners  
Level4, Media House, Dreamdust,  
Smurfit Kappa

Country  
Serbia



Munchmallow is a toy now! People used Munch aluminum foil to make figurines. So, we asked ourselves: what about the box? In October '23, we launched the „Sav od igre“ campaign. Inside each box, a blueprint is placed. If you follow the QR code tutorials, you can make your own RoboMunch. Our first toy series consists of 15 robots, each with their own name, character & design.



The results are still coming in, but as for now: we reached 4.8 million in Serbia, with 600.000 visits to the tutorials website; 250.000 views on YT tutorials with 15.250h of watch time; TikTok videos reached a recording 1.3 million organic views. 100+ people sent us their personalized robots. In November, we had a regional launch of the campaign as well! While results are still coming in, we already know that our box no longer goes to waste, but serves as a way to spend quality time with loved ones!

— Žiška team

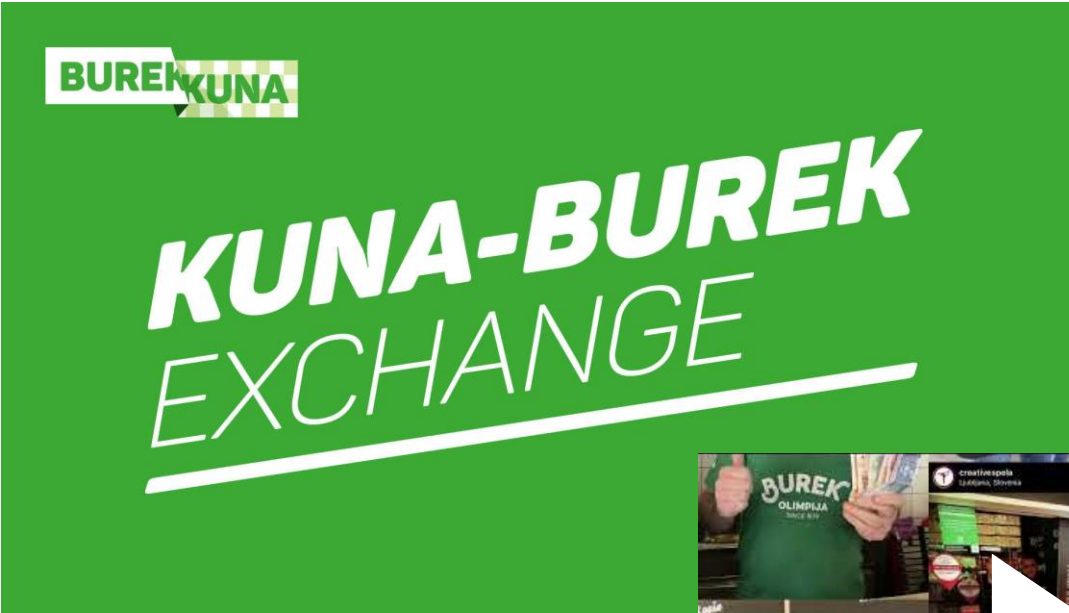
BalCannes  
Bronze  
Food

Project  
Burekuna

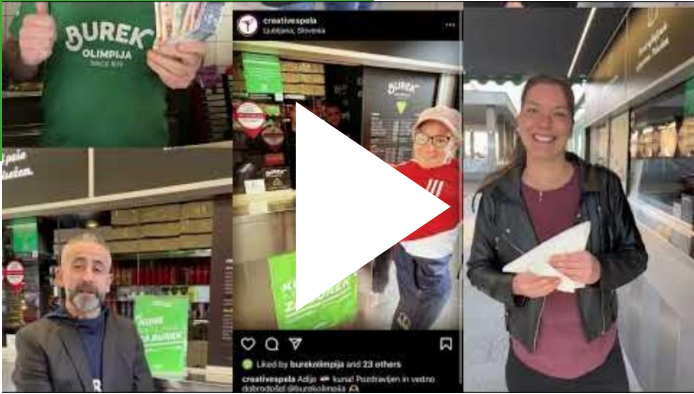
Agency  
Agencija 101

Advertiser  
Burek Olimpija

Country  
Slovenia



Burek Olimpija responded to the abolition of the Croatian kuna by opening Burekuna, the first and only exchange in the world where people could exchange kuna for burek. This move resonated on social media networks, generated a lot of enthusiasm among users and achieved a viral effect and unpaid coverage by the Slovenian media. The campaign resulted in significantly increased visits to Burek Olimpija branches.



- 5000+ impressions
- 2000+ shares
- 400.000+ organic reach
- 10+ unpaid media coverage
- 29.870 Croatian Kunas collected

— Agencija 101 team



# BalCannes Gold Alcoholic Beverages

Project  
It's Time for Your Time

Agency  
Studio Tumpić/Prenc

Advertiser  
Franc Arman

Strategic partners  
Delta Reality, Botonega,  
Etikgraf, Abeceda  
komunikacije

Country  
Croatia



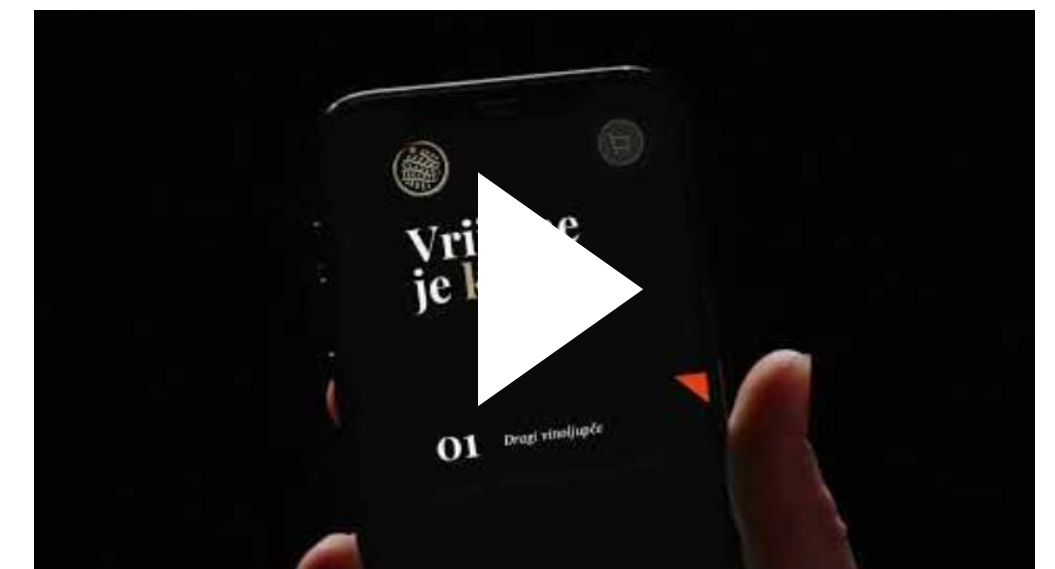
Although it is known that red wines age better with time, many open their bottles too soon due to impatience and inexperience. We created a project that encourages the owner to slow down today's fast-paced lifestyle, at least when engaging with the product.

The bottle is locked in a box, with a QR code leading to an app that delivers 28 messages over time, educating the user on winemaking. When both the wine and its owner are ready, it sends the code which opens the box.

Following the event launch, 21 media, including 6 tier 1 media, published announcements. The media exposure increased brand awareness and the sale grew 31% over the year.

The design also fulfilled an educational purpose: the consumer learned more about oenology. Upon opening the box, they discover the statement "It's time for your time" and understand they've been given something truly valuable - time.

— Studio Tumpić/Prenc team





BalCannes  
Silver  
Alcoholic Beverages

Project  
Za sve ono što nas spaja

Agency  
Leo Burnett Belgrade

Advertiser  
Heineken

Country  
Serbia



The mainstream segment of beer is falling due to an increase in the premium segment of the market. As the largest brand, Zaječarsko is under pressure to stabilize volumes and maintain relevance. The challenge was to strengthen the positive emotion towards the brand among current consumers and to increase interest among competitors' consumers.

The idea of the campaign was to further strengthen Zaječarsko by creating a personal and emotional relationship with consumers. It was realized through a warm story that covers several generations, relevant for both older and younger target groups.



The growth trend of the premium segment continued during 2022, while the size of the Mainstream segment to which the Zaječarsko brand belongs, was further reduced. Despite that, during the campaign period, Zaječarsko ensured an increase in market share in the mainstream segment, taking volumes from the other two mainstream players, which led to maintaining leadership position.

— Leo Burnett Belgrade team

BalCannes  
Bronze  
Alcoholic Beverages

Project  
Kad sjedne prva plaća

Agency  
Bruketa&Žinić&Grey

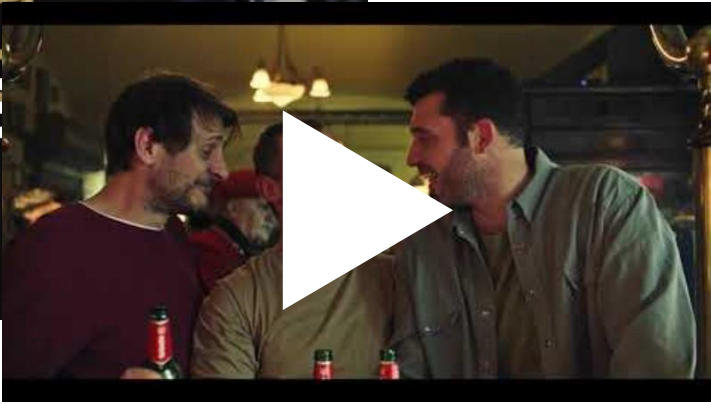
Advertiser  
Heineken Hrvatska

Strategic partners  
Bunker

Country  
Croatia



Karlovačko beer needed a new brand equity campaign within their existing communication platform "Among Loved Ones" (Među svojim). The task was to strengthen the emotional connection with the target audience through a humorous, positive, and locally relevant story about spending time with friends and family, where the brand has a strong presence...



Additionally, the intention was to showcase the inclusivity of the platform, emphasizing that everyone who comes to Karlovačko is always welcome.

The main character of the story, with whom many can relate, received his paycheck, and when you get a paycheck, friends are never in short supply.

— Bruketa&Žinić&Grey team



# BalCannes Gold

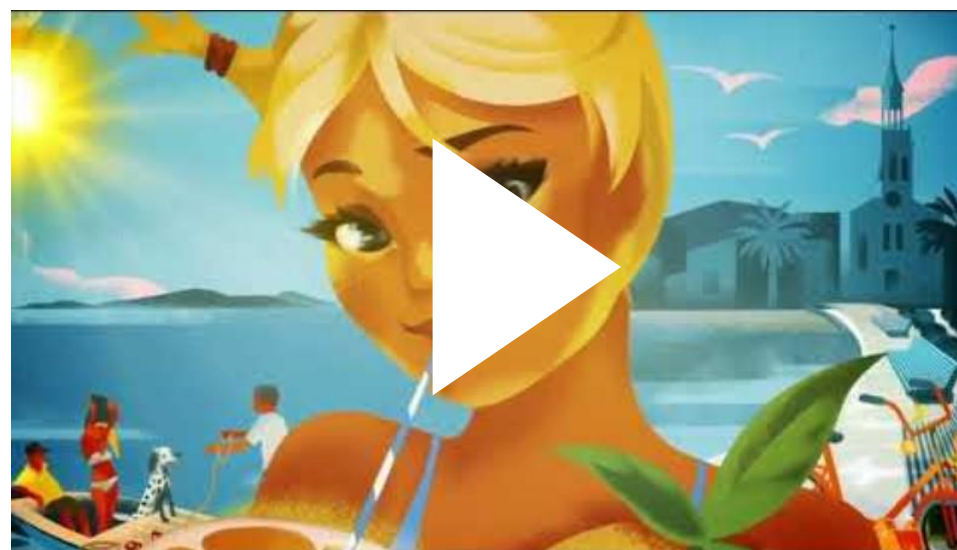
## Non-alcoholic Beverages

Project  
PIPI - A TOAST FOR EVERY ROAST

Agency  
Imago Ogilvy

Advertiser  
Pipi Beverages

Country  
Croatia



Since Pipi is best at joking around the social media, our strategic approach was to use posts to comment on the current affairs and everyday news, and get media visibility throughout the year, despite having no media budget.

In all of Pipi puns, one-liners and comebacks, she is funny but never makes fun of anyone; she is bold but not excessive, she provokes, but never crosses the line. This way Pipi spreads the carefree feeling of summer no matter the time of the year and always through unique #bolimepipi perspective.

How exactly Pipi followed up the news about the former president at the opening of a bridge, covered the topic of a failed ski race and supported a living legend which couldn't be stopped from coming to the sea even with an old car, see in the case video.

— Imago Ogilvy team





# BalCannes Silver Non-alcoholic Beverages

Project  
EVERYBODY GUC GUC

Agency  
Imago Ogilvy

Advertiser  
Studena

Strategic partners  
Sestrice, DRAP, Boris Đurđević, Ascanius  
Media

Country  
Croatia



Pouring dry facts about the importance of hydration into user’s ears is so boring. That’s why we used Colonia’s dance hit Sexy Body to show how hydrated body is truly a sexy one. In order to visualise how drinking water positively affects our body we built the story around dancing organs and created 200+ unique pieces of content for FB, IG, TT, YT, GSN & GDN. STUDENA EVERYBODY GUC GUC campaign with all of its hydrated dancing stars and organs gained 29% sale increase.

Besides that, we opened up the first Croatian SEXY BODY POP-UP SHOP where users explored different hydration toys; our specially designed Studena packages. Campaign’s website was turned into an online shop, where 18+ users learnt more about hydration benefits and played an online game with a wet tongue.

— Imago Ogilvy team





BalCannes  
Silver  
Telecommunications

Project  
NEO23 VAU platform

Agency  
Leo Burnett Belgrade

Advertiser  
A1 Serbia

Country  
Serbia



In 2023, A1 decided to launch the yearlong platform for NEO23 tariffs - Joy, Travel and Protect, tailored to the different needs of various target groups.

Based on the insight that tariffs are like companions that suit your personality and way of life, we came to the idea to portray them as dogs (Joy, Travel, Protect) that make life a bit more VAU. Each dog has a specific personality based on the tariff content. The first was Joy, offering loads of data for social networks and Deezer, and is therefore a joyful companion suited for socializing and fun. As summer approached, it was time for NEO23 Travel, with roaming data to put you in a VAU holiday frame of mind and make traveling stress free.

October came with the “fearless family protector” NEO23 Protect that, with cyber protection and phone insurance, protects your phone inside and out.

— Leo Burnett Belgrade team

BalCannes  
Bronze  
Telecommunications

Project  
Manifesto in the sky

Agency  
Creative Disorder Studio

Advertiser  
One Albania

Strategic partners  
Gogel Publicis / Tirana

Country  
Serbia



**Brief:** Merge and branding strategy for two leading telco operators in Albania and launch campaign for the new brand.

**Insight:** Albanians are often let down by big companies that promise big things, but rarely deliver. This is why Albanians are sceptic toward new brands, especially when entering the market.

**Idea:** Promise nothing to our future clients, but instead, thank our biggest sceptics. Because no one can help you improve like your biggest sceptic.

**Execution:** Brand act using 500 drones connected by One Albania network to write our brand manifesto across the sky thanking the citizens of Albania... For doubting us. During the drone show we filmed a TV commercial across the city of Tirana getting reactions of real people to the text in the sky and using this content we created a 360° launch campaign.



Results  
Event: 50.000  
Reach: 3,3 million  
Impressions: 5 million  
Interactions: 7,5 thousand

— Creative Disorder Studio team



# BalCannes Silver Finance and Insurance

Project  
Financijska početnica:  
Oni od plaće do plaće

Agency  
Imago Ogilvy  
Advertiser  
RBA - Raiffeisenbank Hrvatska

Strategic partners  
Tisja Kljaković Braić, DRAP

Country  
Croatia



Finances are an integral part of our lives, but often difficult to understand. That's why we created a campaign “Financijska početnica: ONI od plaće do plaće” - which explains basic financial terms in a simple and easy way.

In collaboration with a well-known artist Tisja Kljaković Braić and her famous characters ONI, we made unique, but relatable illustrations of home finance moments and challenges.

Those were the main ingredients of SoMe posts and ad campaigns, influencer collaborations, GDN ads, gifs and stickers, an e-book, a printed version of “Financijska početnica” and an educational web quiz, with which we broke the internet, so that nobody could get broke in the future.

— Imago Ogilvy team

# BalCannes Bronze Finance and Insurance

Project  
LAQO Insurance Museum

Agency  
Bruketa&Žinić&Grey

Advertiser  
Croatia osiguranje

Strategic partners  
Rezolut, Weblogic, Lorenzo Cetina, 404

Country  
Croatia



LAQO by Croatia Insurance created a museum of old-fashioned insurance in the metaverse.

The LAQO Metaverse Insurance Museum is the first of a kind in the world, located on the Decentraland metaverse platform. The visitors can go through the old-fashioned insurance experience, such as filling out endless forms or forever waiting in line at the counter for insurance officers to come back from lunch break. Nope, this is no joke, the museum really exists, but as a practical joke about the outdated, and annoying, insurance practices.



The museum’s founder is LAQO by Croatia Insurance. In contrast to insurance practices displayed in this museum, LAQO is the first in Croatia to offer its clients 100% digital insurance service. .

— Bruketa&Žinić&Grey team



# BalCannes Gold Retail

Project  
U Bingu sam

Agency  
Via Media

Advertiser  
Bingo

Country  
Bosnia and Herzegovina



The objective was to reposition Bingo and make it recognizable as a place where you have everything you could possibly need for living. So we turned Bingo into a home where our ambassador lived for 7 days.

He invited his celebrity friends, NBA stars, most popular singers, actors, and influencers into his Bingo home and we turned everything into extraordinary experience with many games and challenges for the customers.

Original content was produced for all different channels and published hourly creating virtual engaging experience for millions of users.

— Via Media team





BalCannes  
Silver  
Retail

Project  
THE WHITE BOXES

Agency  
Herman & partnerji

Advertiser  
Mercator

Country  
Slovenia

  
BELA EMBALAŽA JE ZATO,  
DA LAHKO USTVARJAŠ Z NJO.  
UPORABI JO ŠE KDAJ IN  
NARAVO OHRANI ZDAJ!



Mercator, with the leading market share in the highly competitive and highly consolidated market of grocery stores in Slovenia, faced the challenge of maintaining its share in the strategic segment of young families with children.

Therefore, we addressed young families with a relevant sustainable theme in a unique and child-friendly way. Products of renowned brands were offered exclusively at Mercator for 3 months in unique white packaging, that purified from original images gave children a white space to create and encouraged them to reuse the packaging.

Mercator differentiated this from the competition and during the price inflation, the tendency to buy cheaper alternatives to brands and shopping at discounts, increased the interest of the target group for purchases at Mercator, increased sales of white packaging products, and led to a positive impact on the perception of the Mercator brand as encouraging children to be creative and act sustainable.

— Herman & partnerji team

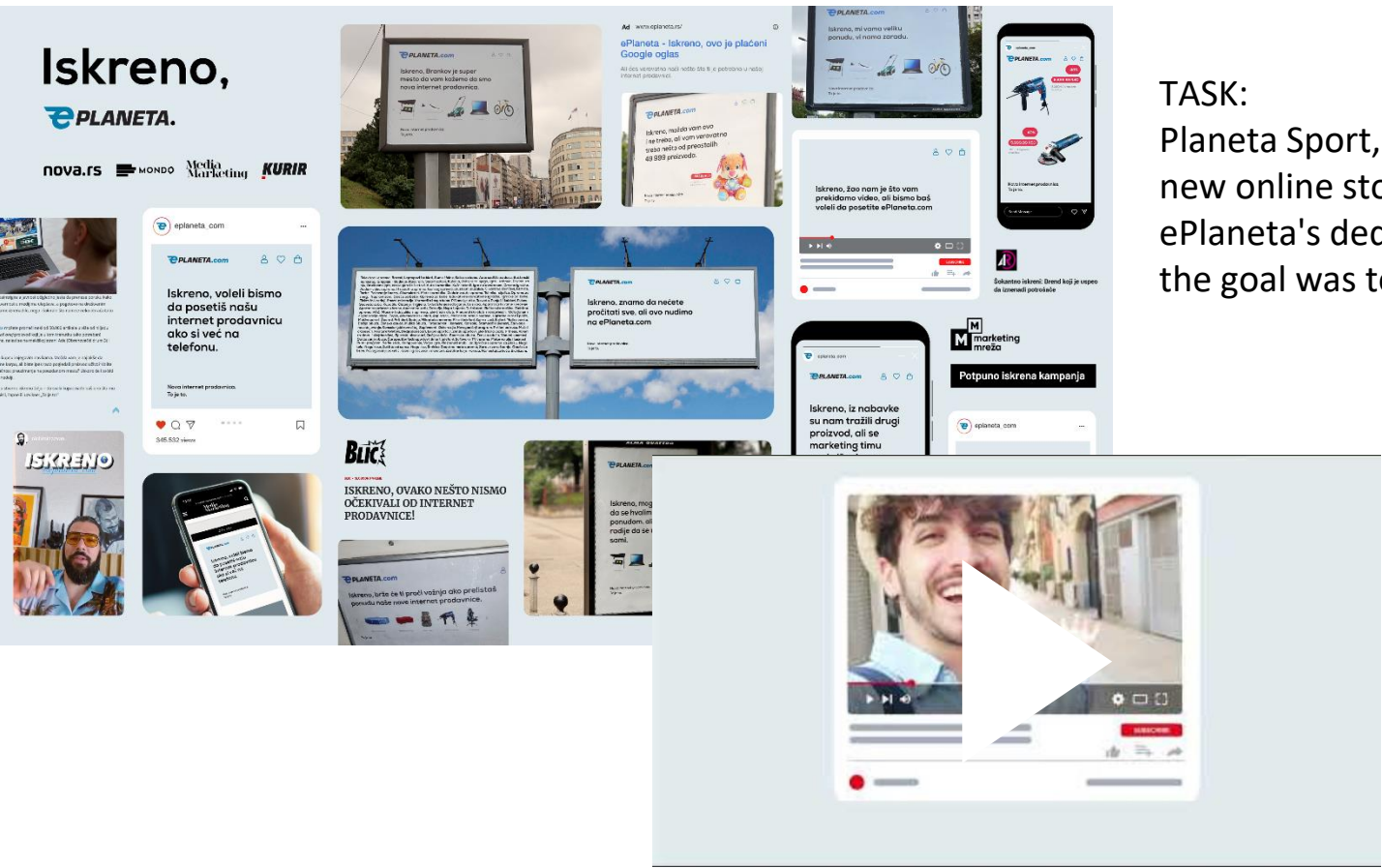
BalCannes  
Bronze  
Retail

Project  
Iskreno

Agency  
DRV agency

Advertiser  
ePlaneta

Country  
Serbia



**TASK:**  
Planeta Sport, a leading Serbian retailer, aimed to launch their new online store, ePlaneta. With no clear USP beyond ePlaneta's dedication to authenticity and customer-centricity, the goal was to create a creative 360 awareness campaign.

**STRATEGY/CREATIVE IDEA:**  
In a world full of exaggerated marketing, we championed HONESTY. ePlaneta was positioned as a brand committed to telling the unfiltered truth. The campaign started with "Honestly," revealing candid truths or humble facts.

— DRV agency team



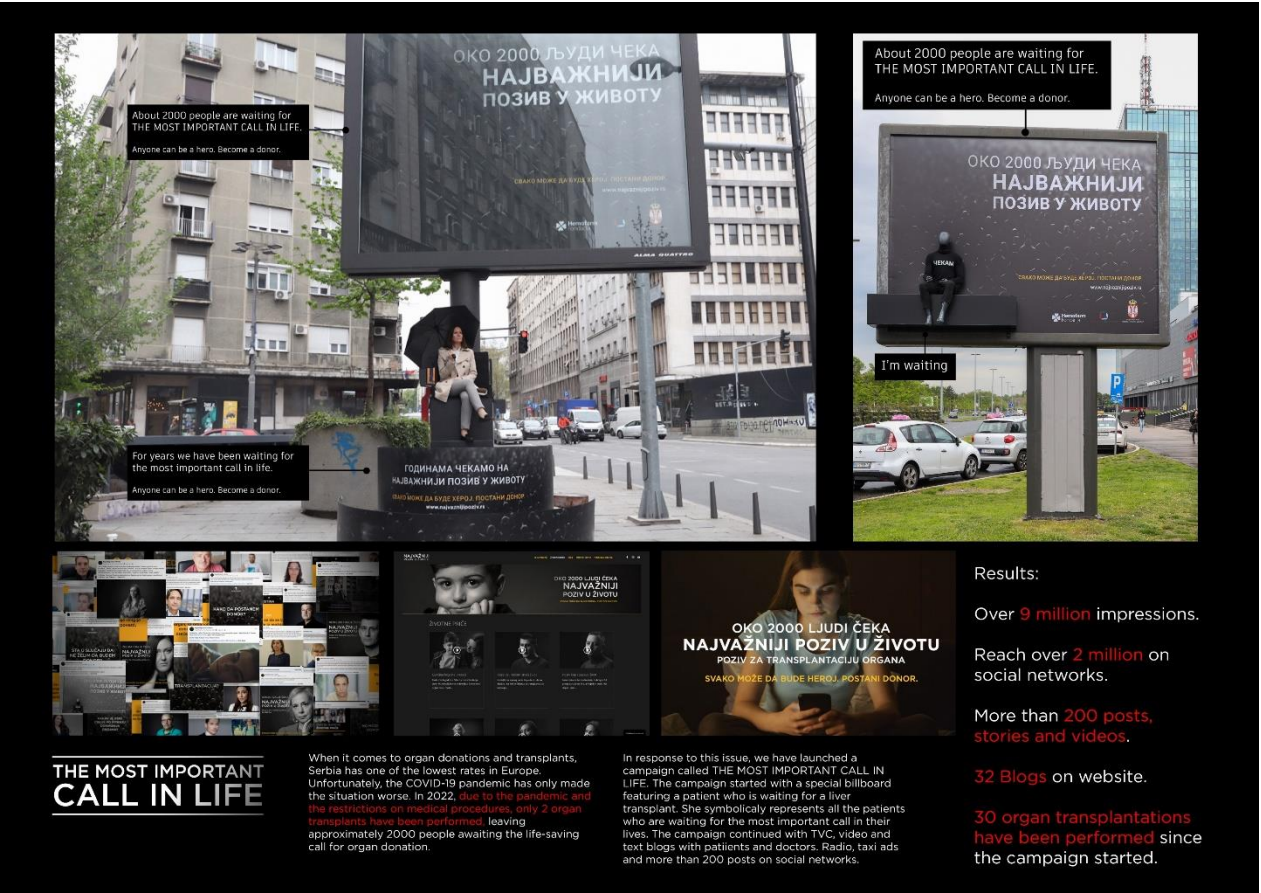
# BalCannes Gold Health and Pharmacy

Project  
Najvažniji poziv u životu

Agency  
Jazavac i Utorak

Advertiser  
Hemofarm fondacija

Country  
Serbia



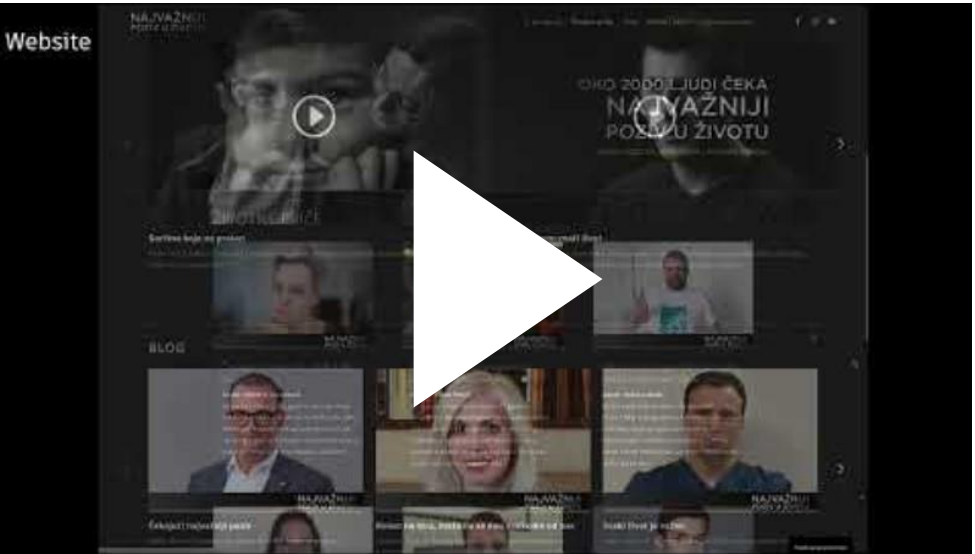
In terms of the number of organ donations and tranplants, Serbia is at the bottom of the list in Europe. The COVID epidemic has almost stopped the transplant program.

In 2022. only 2 organ transplant were performed. About 2000 people are awaiting for the most important call in life - call for an organ transplant. In response to this issue, we have launched a campaign called THE MOST IMPORTANT CALL IN LIFE.

The campaign started with a special billboard featuring a patient who is waiting for a liver transplant. She symbolically represents all the patients who are waiting for the most important call in their lives.

The campaign continued with TVC, video and text blogs with patiients and doctors. Radio, taxi ads and more than 200 posts on social networks.

— Jazavac i utorak team





# BalCannes Gold

Tourism,Culture and Leisure

Project  
Na dobrom putu

Agency  
McCann Beograd

Advertiser  
Beogradska Filharmonija

Country  
Serbia



Belgrade Philharmonic's "On the Right Path" was a musical concert season to remember. Each Friday, the audience had the joy of accompanying them on 25 unique musical journeys, all taking place at the renowned "Kolarac".

We carefully designed the visual identity of the campaign to contribute as much as possible to the concept of musical destinations. The central element was a design inspired by a boarding pass. The interaction of its visual elements and musical content allowed the audience to "board" with just a glance at one of our programs.

This creative approach allowed us to make unique posters and social media posts showing the start and end of each musical journey, featuring characteristic symbols that represented each city.

The campaign not only made the journeys more realistic but also turned each concert into a challenge for discovery and musical adventure. The season was sold out in record time.

— McCann Beograd team





# BalCannes Silver Corporate Communications

Project  
Croatia za Hrvatsku

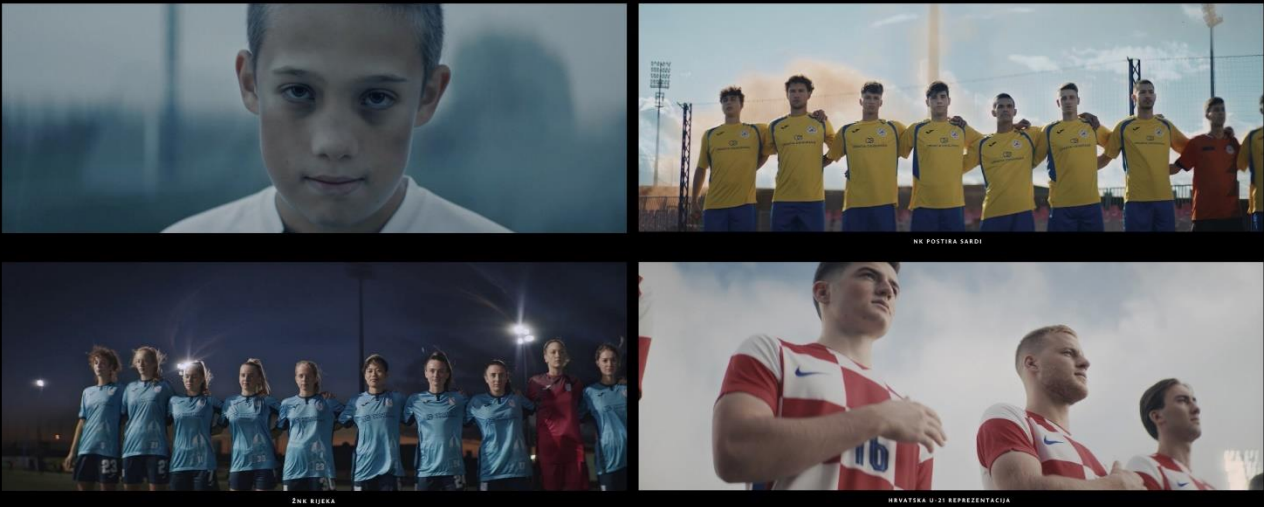
Agency  
Bruketa&Žinić&Grey

Advertiser  
Croatia osiguranje

Strategic partners  
Bunker

Country  
Croatia

Vjerni partner reprezentacije i više od 70 lokalnih klubova.



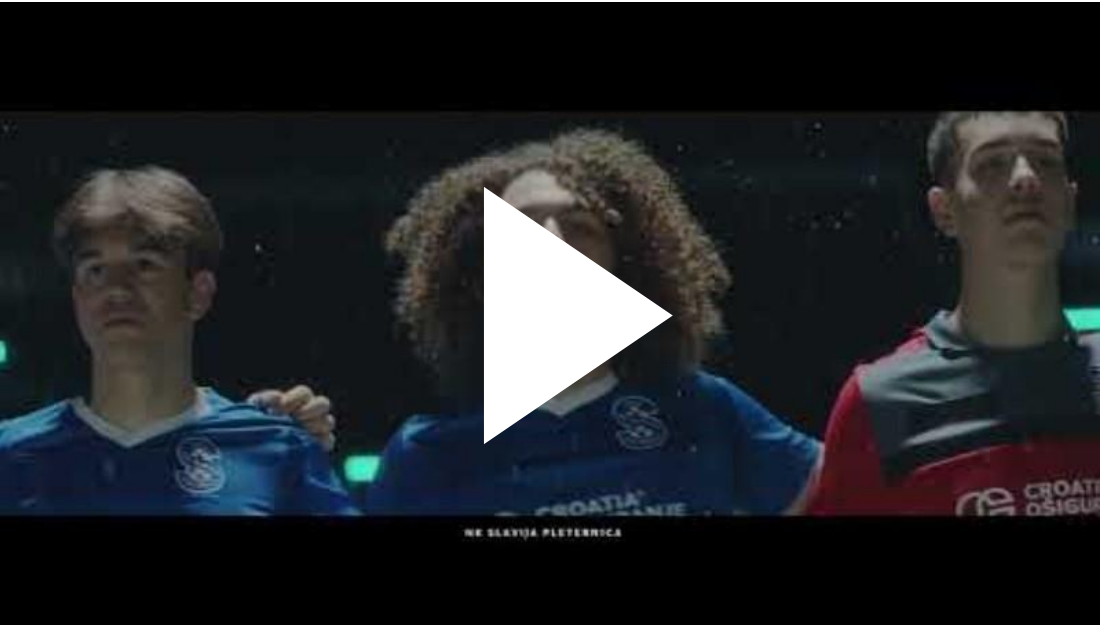
Croatia za Hrvatsku!



Football is one of the best examples that illustrate the importance of investing effort and hard work, of being persistent and determined. Persistence and hard work are what makes the "small" become "great" and secures our future.

In the campaign celebrating the 2022 FIFA World Cup, Croatia Insurance wants to demonstrate that, besides sponsoring the Croatian national football team, they support more than 70 lesser-known, local clubs. When it comes to the big ones, but also when it concerns the small ones, Croatia is there for Croatia. Success cannot be guaranteed, but the path to it can be.

— Bruketa&Žinić&Grey team



# BalCannes Gold

Miscellaneous

Project  
Lepo je biti kmet

Agency  
Agencija 101

Advertiser  
Ministry of Agriculture,  
Forestry and Food, Slovenia

Country  
Slovenia



There is a common derogatory phrase in Slovenian language: “You are a farmer”. It perfectly outlines how the profession of a farmer is perceived in Slovenia: as undesirable and unrespectable. But this image of farming stems from myths of the distant past.

Modern farming is totally different from public perception. It is a promising profession with a purpose. In order to increase enrollment in farming highschools and colleges, the Ministry of Agriculture needed to show young people what modern farming really looks like and prove that it is a really cool job for people that don’t like sitting in an office.

That is why the Ministry of Agriculture decided to go on TikTok and make young Slovenian farmers stars on a platform filled with beauty, lifestyle and sport influencers.

We educated 4 farmers how to write & shoot TikToks about their daily lives, how to publish and how to interact with followers. They became content creator for our profile Lepo je biti kmet and soon TikTok stars.

— Agencija 101 team





BalCannes  
Silver  
Miscellaneous

Project  
Odvoji, lako je

Agency  
CTA komunikacije

Advertiser  
Čistoća Split

Strategic partners  
Grad Split, Vojko V, DD Video Lab, Sara Bernat, 2Dizajnera

Country  
Croatia



How do you make a new waste separation system in semi-underground containers interesting? Inadequate infrastructure and ignorance were the challenges that the local campaign Odvoji, lako je (Separate, It’s Easy) had to overcome. Our idea relied upon unusual content created in collaboration with rapper Vojko V, resulting in the anthem Odvoji, razdvoji (Separate, Sort It). It spread across the social media, transcending its local roots and target groups by becoming a national sensation despite its modest and localized advertising budget.

The characters from the video even found their way to the Split graffiti scene, while the entire campaign earned recognition at the Greencajt festival for its authenticity. By turning a community issue into a hit song, Odvoji, razdvoji made waste separation a catchy topic, while educating citizens in Split and beyond on how to resolve disputes between Beer Can, Bottle, Plastic, and Paper Bag.

— CTA komunikacije team

BalCannes  
Bronze  
Miscellaneous

Project  
#Playforskateistan

Agency  
Futura DDB

Advertiser  
Skateistan

Strategic partners  
DDB Germany

Country  
Slovenia

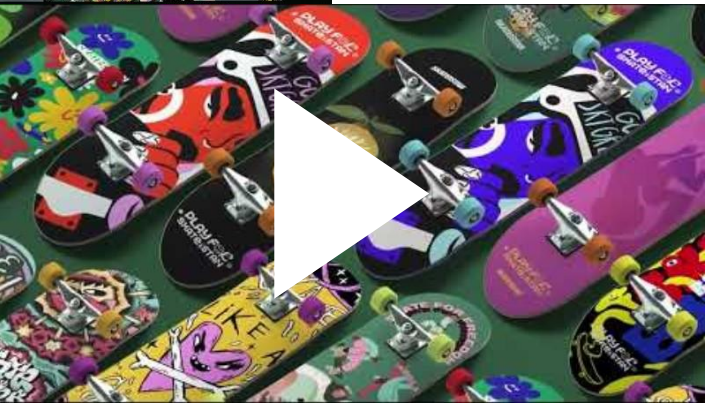


BACKGROUND  
Since 2007, Skateistan is empowering children from at-risk communities through skateboarding and education. But support for Skateistan is running thin. To keep rolling, Skateistan needed more than just another fundraiser. They needed a new audience.

IDEA  
For the first time, we introduced Skateistan to the gaming world. By creating three playable characters based on real Skateistan students. And rebuilding their hometown skateparks as maps. For the biggest skateboarding games. On UN’s International Day of Sport for Peace, we launched everything, on a website where gamers could donate with every download. Skateboarding gamers can now finally play a part.

RESULTS  
With a budget of 0 dollars, Playforskateistan reached more than 200.000 gamers in the first two weeks, increased social engagement by 733% and boosted donations by 65%. The project funded three years of learning materials for all Cambodian students and a year's transportation costs for female staff in Afghanistan.

— Futura DDB team





Discover the  
best  
BalCannes  
projects

Projects could be entered in  
2 Positive Change categories  
– discover which projects  
won gold, silver and bronze  
awards in each category.

# Positive Change Mosaic

- 01 Community Care
- 02 Green Impact



# BalCannes Gold

## Community Care

Project  
Najvažniji poziv u životu

Agency  
Jazavac i Utorak

Advertiser  
Hemofarm fondacija

Country  
Serbia



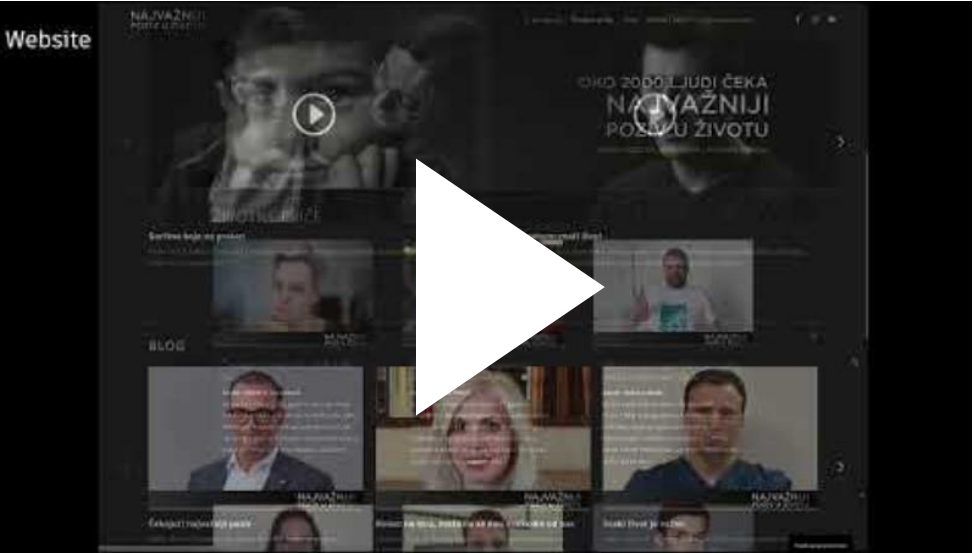
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— Jazavac i utorak team





BalCannes  
Silver  
Community Care

Project  
GastarbAlter

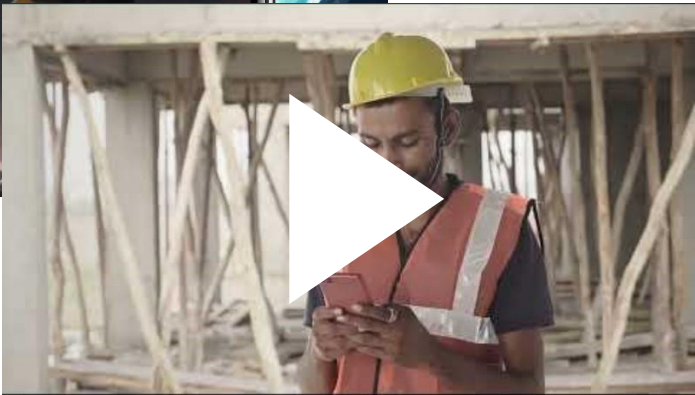
Agency  
Agencija 101

Advertiser  
Counseling office for Workers

Country  
Slovenia



GastarbAlter is an informational tool that uses OpenAI's artificial intelligence technology for data processing of Slovenian labor legislation documents. On a freely accessible web page users can ask any question related to working in Slovenia in 92 languages and get an immediate response in their language, explained without the use of legal jargon. It is based on machine processing and analysis of Slovenian labor law by artificial intelligence.



GastarbAlter was created as an informational weapon to fight communication power imbalance between foreign workers and employers. The tool has an exponential growth in usage and efficiently employs the high tech technology to fight for highly unempowered “gastarbeiters”. More than 50.000 answers were generated so far with 250 % increase of requests for consultancy.

—Agencija 101 team

BalCannes  
Bronze  
Community Care

Project  
Kako si, ali stvarno?

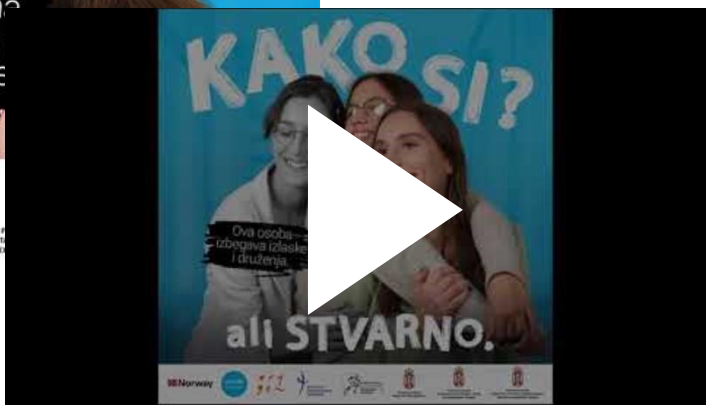
Agency  
Ovation BBDO

Advertiser  
UNICEF Srbija

Country  
Serbia



To highlight the need for prevention and improvement of mental health issues of young people in Serbia, UNICEF launched an awareness raising campaign today – How are you? Really. Family conflicts, bullying at school, abuse in the family, trauma, neglect, social isolation, or loneliness, experiencing discrimination and stigma, poverty, debt, and limited professional support services are just some of the causes of this problem.



In Serbia, it’s usual to ask people how are they. But this time, we really meant that. Campaign was supported by media outlets, public personas and depression survivors.

— Ovation BBDO team



# BalCannes Silver Green Impact

Project  
Odvoji, lako je

Agency  
CTA komunikacije

Advertiser  
Čistoća Split

Strategic partners  
Grad Split, Vojko V, DD Video Lab, Sara Bernat, 2Dizajnera

Country  
Croatia

# BalCannes Bronze Green Impact

Project  
terrapija - Liječimo Zemlju edukacijom

Agency  
404

Advertiser  
Terra Hub

Strategic partners  
Sveučilište Sjever

Country  
Croatia



How do you make a new waste separation system in semi-underground containers interesting? Inadequate infrastructure and ignorance were the challenges that the local campaign Odvoji, lako je (Separate, It’s Easy) had to overcome. Our idea relied upon unusual content created in collaboration with rapper Vojko V, resulting in the anthem Odvoji, razdvoji (Separate, Sort It). It spread across the social media, transcending its local roots and target groups by becoming a national sensation despite its modest and localized advertising budget.

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— CTA komunikacije team



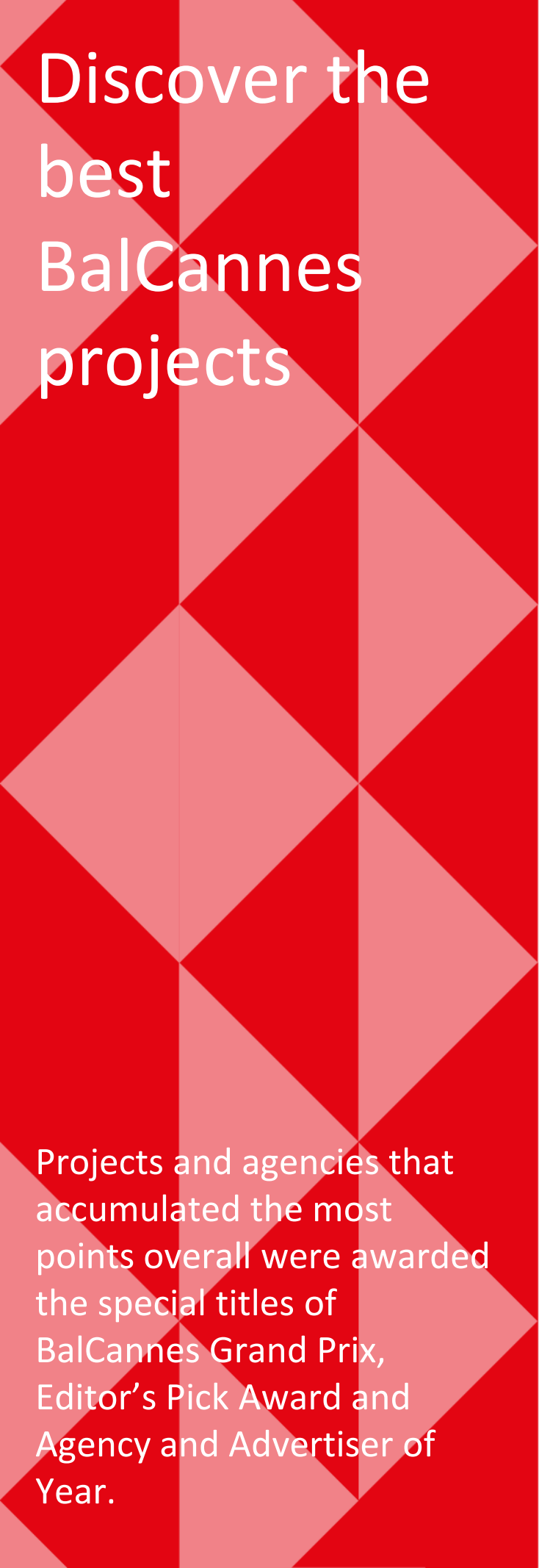
Climate change. The burning problem most tend to ignore. To be precise, only 2% of Croats acknowledge its gravity. Despite compelling evidence of human influence, many still attribute climate change to natural processes. That’s why terrapija was born — the first-ever climate dictionary that not only educates but also demystifies key climate change concepts.

We partnered with students from the University of North who designed 45 posters on climate dictionary terms, transforming them into engaging visual explanations. The posters now grace our campaign microsite, offering detailed insights into each climate term.



In just six months, terrapija has made waves with over 300 social media posts and over 300 media features. Our exhibitions have attracted 330,000 visitors, while 400,000 people have engaged with our street posters. The website received nearly 4,000 visits with a 1.5-minute average stay, and the posters have been downloaded over a hundred times.

— 404 team



Discover the  
best  
BalCannes  
projects

Projects and agencies that  
accumulated the most  
points overall were awarded  
the special titles of  
BalCannes Grand Prix,  
Editor’s Pick Award and  
Agency and Advertiser of  
Year.

## BalCannes special awards

- 01 BalCannes Grand Prix
- 02 Balcannes Advertiser of the Year
- 03 BalCannes Agency of the Year
- 04 BalCannes Editor’s Pick Award



# BalCannes Grand Prix

Project  
Najvažniji poziv u životu

Agency  
Jazavac i Utorak

Advertiser  
Hemofarm fondacija

Category  
Health and Pharmacy

Country  
Serbia



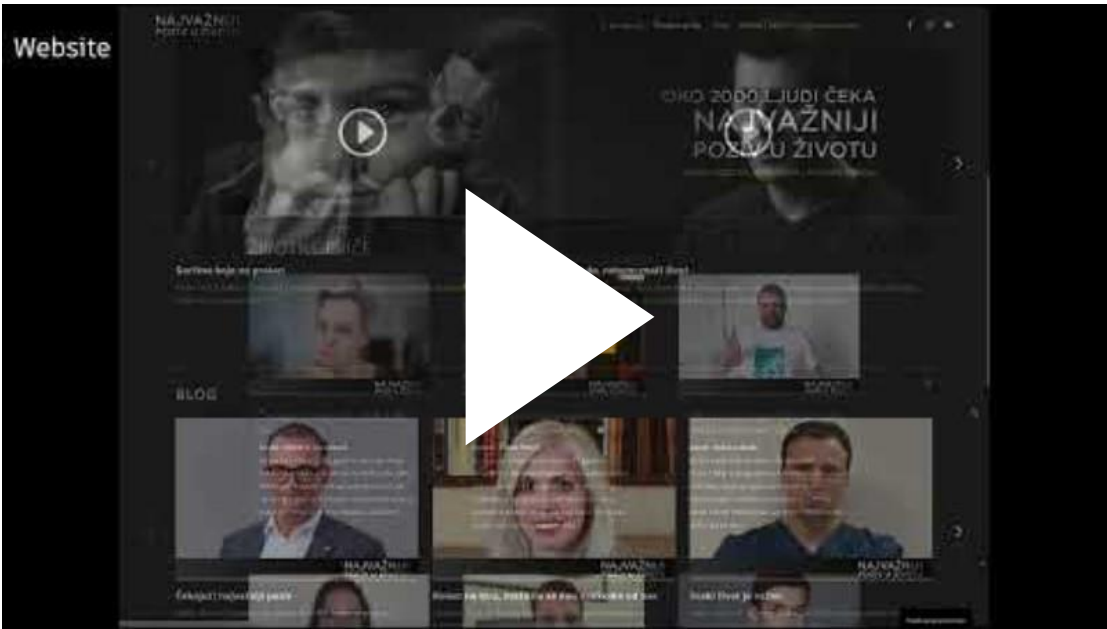
Our agency has only existed for two and a half years, so our expectations regarding the festival results were quite modest. Although we have already won several awards at local festivals, we knew that the quality of our campaign was high enough to stand out at the regional level as well.

However, we never dreamed that we would win the grand prize. Maybe we were hoping for silver or gold, but the Grand Prix wasn't even an option we were considering.

That night, everything was unreal. First one gold, then another, and then the Grand Prix! Even our client won award for the best advertiser. It's an amazing feeling to know that we have the best campaign in the Balkans.

Another great thing is that we are the second best agency in the region, despite the strong competition. All this further motivates us to fight and defend the title next year. See you!

- Žarko Veljković, Co-Founder, Jazavac i Utorak



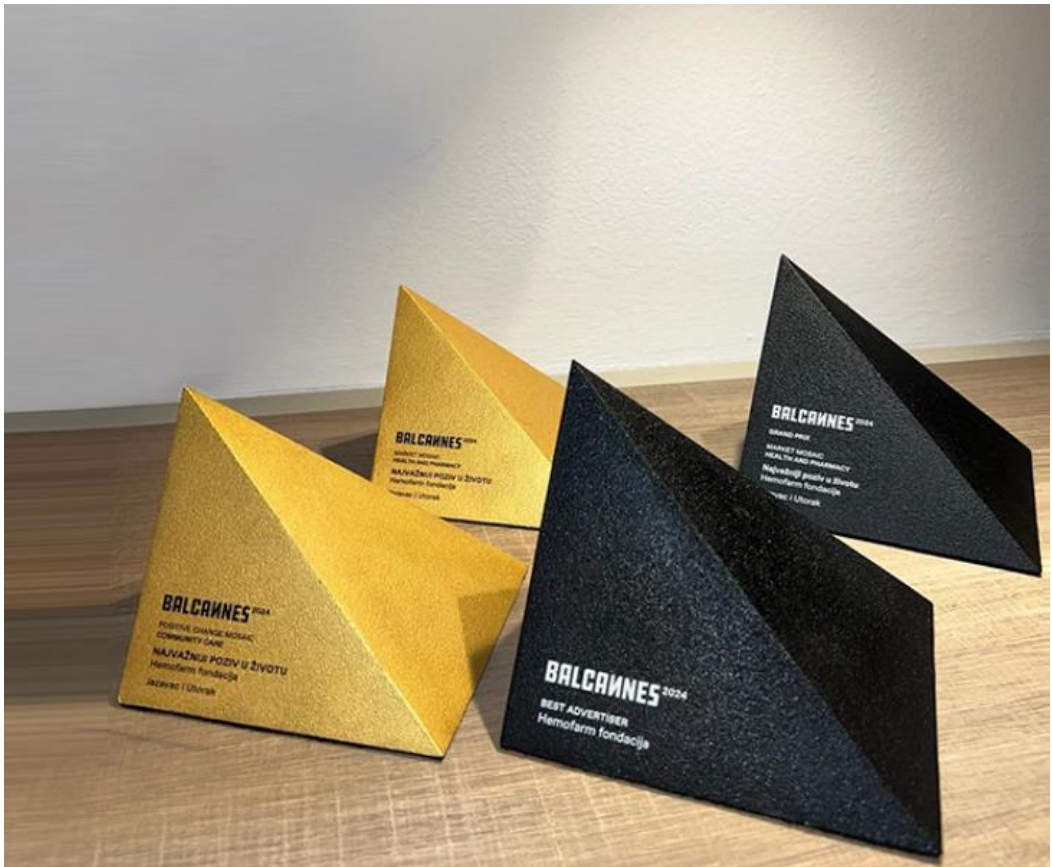


# BalCannes Advertiser of the Year

Hemofarm fondacija

Gold  
Najvažniji poziv u životu / Health and  
Pharmacy

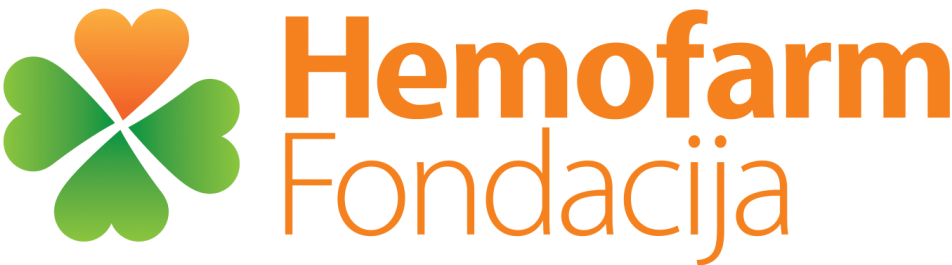
Najvažniji poziv u životu / Community  
Care



Ever since its establishing in 1993, Hemofarm Foundation has taken care of people’s health, improved the quality of services in the Serbian healthcare system and created public-private partnerships with the aim of enhancing the quality of life in the local community.

Over the past 30 years of its existence, more than 2,400 activities have been implemented through programs focused on health, education, and culture in the value of EUR 14 million. The education program alone has provided support to almost 3,800 young people, the future bearers of positive changes in the society. In the past eight years, Hemofarm Foundation received more than 60 awards, while in the year 2017, it was declared the leading foundation in Serbia.

Hemofarm Foundation is a member of the Serbian Philanthropy Forum and Philanthropy Europe Association - Philea. Our operation is an expression of social corporate responsibility of Hemofarm and people working in it.





# BalCannes Agency of the Year

Editor's Pick Award

EVERYBODY GUC GUC / Non-  
alcoholic Beverages

Gold

PIPI - A TOAST FOR EVERY  
ROAST / Non-alcoholic  
Beverages

Silver

EVERYBODY GUC GUC / Non-  
alcoholic Beverages

Financijska početnica: Oni od  
plaće do plaće / Finance and  
Insurance

Finalist

Kampanja financijskog  
opismenjavanja / Community  
Care

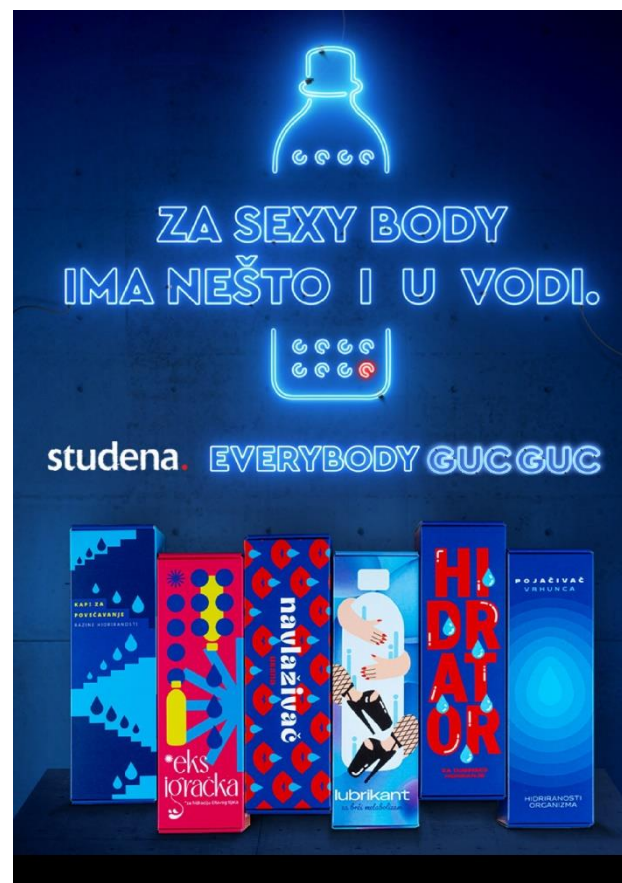


Winning the title of Agency of the Year is a great honor, but also an even greater responsibility, because now we must create new projects at the level of quality that led us to this recognition.

We always try to push our boundaries and create communication solutions that will solve the client's problem, but also make money.

In today's fast-paced world, you're only as good as your last job, so we don't have time to rest on our laurels. We leave the good things that happened to us in our fond memories and turn to the next task that we want to do at least a little better than the last one.

— Darko Bosnar, Chief Executive Creative Director  
Imago Ogilvy





# BalCannes Editor's Pick Award

Project  
EVERYBODY GUC GUC

Agency  
Imago Ogilvy

Advertiser  
Studena

Strategic partners  
Sestrice, DRAP, Boris Đurđević,  
Ascanius Media

Country  
Croatia



After the silver in the Non-alcoholic Beverages category came a big surprise, both for us and for the client.

A lot of blood, sweat and tears have been invested in this project, so we are extremely glad that it has been recognized outside of marketing circles and that it has been successful in both creative and sales aspects.

This is a strong wind at our backs to prepare something for next year that will push the boundaries of advertising in the Balkans.

— Iva Kirin, Account Director & Team Lead, Imago Ogilvy







## Meet the people behind BalCannes

01

Meet the Organising Committee

02

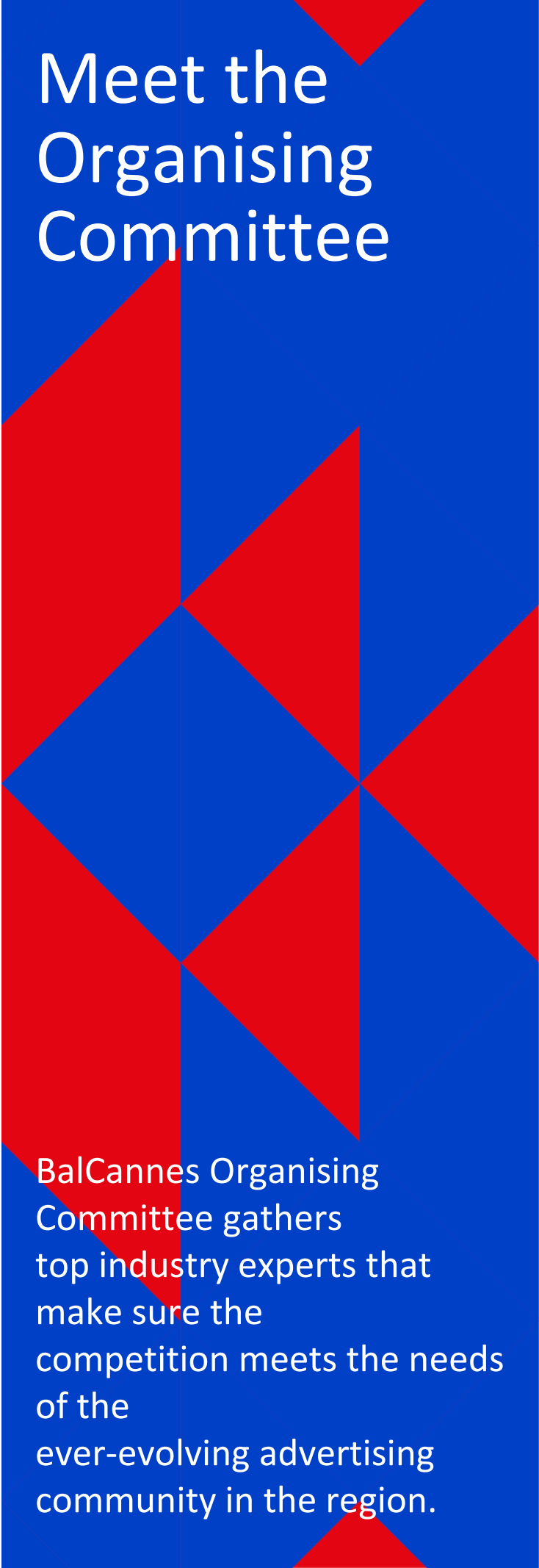
Meet the Advertisers Jury

03

Meet the Agencies Jury

04

Meet the Media Jury



# Meet the Organising Committee

BalCannes Organising  
Committee gathers  
top industry experts that  
make sure the  
competition meets the needs  
of the  
ever-evolving advertising  
community in the region.



Anđela Buljan Šiber



Dunja Ivana Ballon



Davor Bruketa



Damir Ciglar



Jelena Fiškuš

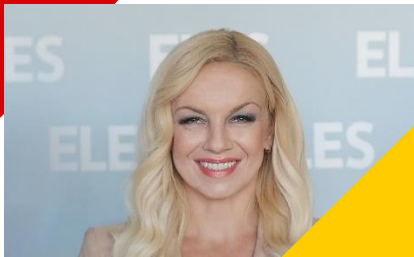


Nikola Žinić



# Meet the Advertisers Jury

The Advertisers Jury gathers extremely qualified industry professionals and offers a unique perspective — who better to judge your work than your potential clients themselves?



Katja Fašink (Eles, Slovenia)



Maja Grbović (Mercator-S, Serbia)



Marija Jakeljić  
(Croatia osiguranje, Croatia)



Anna Maria Librić (JGL, Croatia)



Andrea Lizdek (Banjalučka pivara,  
Bosnia and Herzegovina)



Lidija Rakuša  
(Spar Slovenija, Slovenia)



Vildana Skorupan (Telemach,  
Bosnia and Herzegovina)



Stefan Todorovski (Pivara Skopje,  
North Macedonia)



Ratka Tiricovska (Stopanska banka  
AD – Skopje, North Macedonia)



Ivan Žagar (Jaffa Crvenka, Serbia)

# Meet the Agencies Jury

The Agencies Jury comprised of some of the best professionals in the region offers a unique perspective on your projects from your industry peers.



Tose Arsov (New Moment New Ideas Company Skopje, North Macedonia)



Vesna Beganović (Via Media, Bosnia and Herzegovina)



Darko Bosnar (Imago Ogilvy, Croatia)



Davor Bruketa (Bruketa&Žinić&Grey, Croatia)



Žare Kerin (Futura DDB, Slovenia)



Ejub Kučuk (MITA Group, Bosnia and Herzegovina)



Jana Savić Rastovac (McCann Beograd, Serbia)



Milan Stojanov (Publicis Groupe Macedonia, North Macedonia)



Jure Tovrljan (Pristop, Slovenia)



Ivan Živković (Pioniri Communications, Serbia)



# Meet the Media Jury



Sandra Babić (Lider Media, Croatia)



Nenad Danilović (Advertiser Serbia, Serbia)



Ekrem Dupanović (Media Marketing, Bosnia and Herzegovina)



Boris Eftimovski (Marketing 365, North Macedonia)



Simona Kruhar Gaberšček (Marketing Magazin, Slovenia)

Good news travel fast, but great advertisements travel faster — into the ears of our Media Jury, a group of renowned specialised industry media editors.

# Become part of the #MosaicofCreativity.

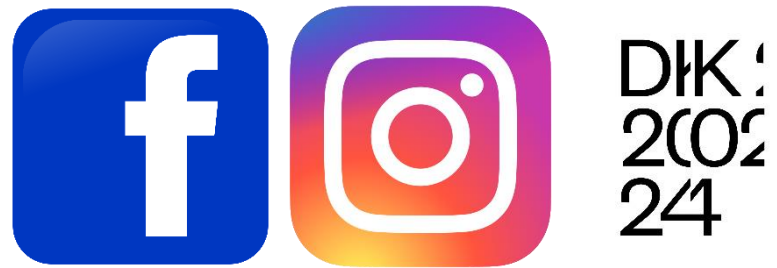
Your KV could be on our title slide next year.  
You could be dressing up for the awards show in Rovinj.

The BalCannes trophy just might end up in your hands.

You could be in this picture on the right.

If you've #beenthere #donethat, we already know you need no convincing – see you next season.

In the meantime, this is where you can find us:







## End note

Thank you for being part of the BalCannes #MosaicOfCreativity this year. The region has connected in a wonderful way and we are truly honoured that the importance of this competition has been recognised by creatives in the region.

This is just the beginning of a new chapter for BalCannes, so we hope you're along for the ride to help us further this regional #MosaicOfCreativity and highlight the best projects, agencies and advertisers in the region year after year!

- BalCannes team

