



BALCANNES 2025 ENTRY GUIDE

WELCOME TO 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 – **and that your place is among the best in the industry.**

At BalCannes, industry experts reward your top projects with gold, silver, and bronze trophies, and you gain visibility across the markets of **Bosnia and Herzegovina, Croatia, North Macedonia, Slovenia, and Serbia.** The best project wins the BalCannes Grand Prix, and based on a points system, we will determine who will be named the Best Agency and Best Advertiser of BalCannes. Most importantly, by **ranking in the BalCannes report, you'll find yourself on the leaderboard of the region's best!**

NEW TRACKS, NEW CATEGORIES, NEW AWARDS FOR YOU

BalCannes is focused on showcasing great ideas that come to life in various forms – now, you can submit your work in three category groups: **Market Mosaic, Design Mosaic, and Positive Change Mosaic.** In the Market Mosaic track, projects can be submitted across 15 market categories, including the new category **Entertainment.** The Design Mosaic group offers five categories: **Branding, Rebranding, Advertising Design, High-Volume Packaging Design, and Low-Volume Packaging Design.** In the Positive Change track, projects can compete in two categories that highlight socially responsible projects: **Green Impact and Community Care.** With such a rich category selection, you're sure to find something that fits your work... **and as for winning awards, that's up to you!**

You can find more detailed information about the competition in this Entry Guide and follow news updates on the website www.danikomunikacija.com/awards/balcannes.

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AWARDS TRACKS AND CATEGORIES

TRACK I. MARKET MOSAIC

In the Market Mosaic track, your projects will be awarded according to the business categories in which they typically compete in the market. For projects that do not fit into any of the business categories, you can submit them in the 15th category, **Miscellaneous**. The organiser reserves the right to re-categorize submitted works, and there is no limit on the number of entries from a single agency.

In each 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	Automotive
5	Finance and Insurance	13	IT
6	Retail	14	NEW: Entertainment**
7	Health and Pharmacy	15	Miscellaneous
8	Household		

*The **Corporate Communications** category awards projects aimed at nurturing a company's or brand's reputation, including employer branding and self-promotion campaigns.

The **Entertainment category awards projects related to sports, gaming, film, music, and other aspects of popular culture. Individual products (e.g., a music video or film as an artistic work) cannot be submitted in this category; only marketing campaigns or unique, individual components within a campaign connected to these products and industries are eligible.

TRACK II. DESIGN MOSAIC

The **Design Mosaic** track is dedicated to showcasing the best and most innovative design solutions in advertising. Within the Design Mosaic track, you can submit your projects in five categories.

In this category, creative materials may only be submitted **in the form of a .PDF presentation**. If video is **a crucial part** of your project, you may submit it as a link in the .PDF presentation. If you would like to show the jury any additional materials besides that, you can attach them in the supplementary materials section [see [HOW TO SUBMIT YOUR ENTRY](#)].

1	Branding	The Branding category awards projects aimed at creating and designing a brand identity for a product, service, or an organization that is new to the market . In this category, along with the visual identity, it is necessary to present the brand positioning, strategically explain the work and branding process, values, and all additional context needed by the jury for a thorough evaluation of the submission.
2	Rebranding	The Rebranding category awards all projects aimed at creating and designing a rebranded/refreshed identity for an existing product, service, or organization. In this category, in addition to the visual identity, it is necessary to present the brand positioning, strategically explain the work and branding process, values, and any additional context needed by the jury for a thorough evaluation of the submission. It is also obligatory to provide an example of the previous branding for comparison with the new solution .
3	Advertising Design	In the Advertising Design category, marketing works/ideas can be submitted in print/OOH media (e.g., posters, billboards, advertisements in publications) or in the digital realm (e.g., digital banners, ads on social media, etc.). Along with creative materials, the submission must clearly outline the task, challenge, idea, and solution.
4	High-Volume Packaging Design	In the High-Volume Packaging Design category, awards are given to the most creative and innovative solutions in the world of packaging design for products produced in quantities exceeding 10,000 units . Within this category, both the concept and execution will be evaluated, along with the sustainability factor concerning materials and production methods. Alongside creative materials, the submission must clearly present the task, challenge, idea, and solution.
5	Low-Volume Packaging Design	In the High-Volume Packaging Design category, awards are given to the most creative and innovative solutions in the world of packaging design for products produced in quantities below 10,000 units . Within this category, both the concept and execution will be evaluated, along with the sustainability factor concerning materials and production methods. Alongside creative materials, the submission must clearly present the task, challenge, idea, and solution.

TRACK III. 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.

1	Green Impact	The Green Impact 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	The Community Care 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

If your ideas and projects make it onto the BalCannes shortlist, it means the expert jury has recognized your work as outstanding and among the very best from across five countries in the region. Before the awards ceremony, we will showcase your shortlisted projects to the industry community, clients, and the media in the region by shouting them out daily and promoting them across social media, as well as specialised industry media. After the awards ceremony, finalists will be presented with a certificate. Finalists who wish to decorate their agency displays or surprise clients with a unique gift have the option **to order a finalist trophy** for an additional fee. This trophy is identical in design to the winner's statue but is smaller in size and inscribed with "Finalist."

WINNERS: GOLD, SILVER AND BRONZE

Your best ideas that are selected for being outstanding and win in any of the 22 categories in three 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 points requirement 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 the Advertisers Jury, **which will win the prestigious Editor's Pick Award.**

BALCANNES GRAND PRIX

BalCannes Grand Prix represents the main award for extraordinary work, and it shall be won by a top graded project across the 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. 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.

BALCANNES POOL OF EXPERTS

BalCannes takes great pride in its strong pool of regional experts involved in the preparatory and organisational stages of the competition, as well as in the judging process. Behind the scenes, BalCannes is supported by no fewer than three juries, each bringing different yet complimentary perspectives, an Expert Council and the Organizing Committee.

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 Organizing Committee and is based on their quality of expertise, responsibility as a juror, necessary experience in the industry and known market results. The Committee also chooses the presidents of the juries that will lead the juries in their respective specialties.

BALCANNES JURY: THE MEDIA PERSPECTIVE

Members of this jury are selected by the Organizing Committee based on their extensive experience and relevant presence in the regional advertising scene. Among themselves, they choose a jury president who will lead the discussion. To select a project worthy of this award, they will evaluate shortlisted projects using their unique perspectives and individual criteria. First, each jury member from the professional media will independently score the shortlisted projects on a scale of 1 to 10 to highlight the top five projects, according to the media jury's decision. Then, all jury members will discuss these projects together and, by majority vote, select the project that wins the Editor's Pick award.

THE BALCANNES EXPERT COUNCIL

The **Expert Council** is an advisory body that operates during the planning and organisation phases of the BalCannes competition. It was established with the primary purpose of advising the Organising Committee to ensure BalCannes remains continuously aligned with the needs of the industry and the market in the participating countries (Bosnia and Herzegovina, Croatia, North Macedonia, Slovenia, and Serbia). In line with the excellent results in 2024, the following members make up the Council: **Dunja Bibianko** (AV Studio, SLO), **Nataša Bojanić** (Leo Burnett Belgrade, SRB), **Darko Bosnar** (Imago Ogilvy, HR), **Davor Bruketa** (Bruketa&Žinić&Grey, HR), **Amna Džambić Branković** (Via Media, BIH), **Bojan Kočovski** (McCann Skopje, MKD), **Ejub Kučuk** (MITA group, BIH), **Predrag Nikolovski** (AdValue, MKD), **Marko Pešić** (Ovation BBDO, SRB), **Sara Prenc** (Studio Tumpić/Prenc, HR), **Dejan Spirkoski** (Saatchi&Saatchi Skopje, MKD), **Gordan Turković** (CTA komunikacije, HR), **Žarko Veljković** (Jazavac i Utorak, SRB), **Marko Vičić** (Futura DDB, SLO), and **Dino Zupančič** (Agencija 101, SLO).

THE BALCANNES ORGANISING COMMITTEE

The BalCannes Organizing Committee serves as the coordinating body throughout all stages of planning, organising, and implementing the BalCannes competition, with the primary mission of enhancing the quality and growth of the regional creative competition BalCannes.

SELECTION OF WINNERS

JUDGING

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 and takes place in two rounds:

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. All proposals for disqualification must be submitted by jury members in the first, pre-selection round. A reasoned disqualification proposal may be submitted based on non-compliance with the competition rules. After submitting a proposal for disqualification, the jury member continues to evaluate the project as usual. Upon receiving a disqualification proposal, the Organizer will contact the applicant for their response, after which the Organizing Committee will decide whether the project will be disqualified, and the Organizer will inform the applicant of the outcome.

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.

GRAND PRIX SELECTION

BalCannes Grand Prix 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. As an additional mechanism for selecting the Grand Prix, each jury member must also mark their top three preferences for awarding the Grand Prix. In the event of a tie or a point difference of less than 0.5 points, the Organizing Committee will also consider the Grand Prix votes.

BEST AGENCY AND BEST ADVERTISER SELECTION

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

STATUS	BODOVI
Finalist	1 point
Bronze	5 points
Silver	10 points

Gold	20 points
Editor's Pick	20 points
Grand Prix	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 **22 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).

AWARDS SHOW

The best projects will be announced **May 15, 2025**, at the awards ceremony, which will take place on the main stage of [DK2025](#) festival in Rovinj. Once the festival is launched, you can purchase tickets [here](#).

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 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. Creative Relevance

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. Market Relevance

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. Media Neutrality

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 considered and thought about the specificities of a certain media.

4. Quality of Execution

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.

SUBMISSION AND DEADLINES

You can submit your entries for the regional creative competition **BalCannes 2025** until **20 January 2025**.

The competition is open to projects from **Bosnia and Herzegovina, Croatia, North Macedonia, Slovenia, and Serbia**, including both complete integrated campaigns and individual campaign components published within the specified two-year period from **20 January 2023** to **20 January 2025**. Projects that started before or ended after the eligibility period are also eligible to compete, provided that at least a part of the project was executed within these dates.

Eligible entries include **integrated campaigns** and **individual, unique components within a campaign that represent a single idea** (e.g., a TVC or TVC series, print ad or print ad series, event, PR, leaflet, social media video, etc.).

Entries, including creative materials, must be submitted in the native language or in English. If the applicant believes that the creative material may not be fully understood by the jury, it is recommended to add English subtitles.

By submitting your project, you grant BalCannes permission to publish and showcase your creative materials, key visuals, and project summaries in case your project is shortlisted.

HOW TO SUBMIT YOUR ENTRY

You can submit your entries 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 organizer 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 CREATIVE MATERIALS

In **I. Market Mosaic** and **III. Positive Change Mosaic** tracks, you may present your work to the jury in one of two ways: as a **video summary** **or** a **.PDF document**, which can contain external links to video content only if said video content is crucial to the presentation of your case.

In track **II. Design Mosaic**, you may only present your work as a .PDF document, which can also contain external links to video content only if said video content is crucial.

A. VIDEO SUMMARY	B. PDF DOCUMENT
<p>ALLOWED IN tracks <u>I. Market Mosaic</u> and <u>III. Positive Change Mosaic</u></p> <p>You can present your work as a video summary with the following technical specs:</p> <ul style="list-style-type: none"> • Duration: max three (3) minutes • Format: .mp4 • Min. resolution: 1280 x 720 • Max file size: 500 MB 	<p>ALLOWED IN tracks <u>I. Market Mosaic</u>, <u>II. Design Mosaic</u>, <u>III. Positive Change Mosaic</u></p> <p>The .PDF document can contain external links to video content only if said video content is crucial to the presentation of your case.</p>

SUPPLEMENTARY MATERIALS: Use this field in the entry form only if you believe that your work cannot be adequately presented to the jury through the video summary or .PDF document and requires additional context. This content will be available to jury members when reviewing your work, but it is not mandatory for the jury to review it.

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.

ELIGIBILITY CONDITIONS

The eligibility period spans from **20 January 2023** to **20 January 2025**.

Call for entries is open until **20 January 2025**.

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 were previously submitted to the BalCannes competition, save for cases that have been significantly altered or improved since the last time they were part of the competition. In case the jury members determine that the case has not been significantly altered or improved, they have the right to penalize using their grades.

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 organizer 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 – **3 February 2025**. If payment is not completed, the submitted project will not be eligible to compete in the BalCannes competition. Please note, the final invoice will be issued upon the completion of the competition, i.e., in May 2025.

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

- **regular entry deadline: until 20/12/2024, 23:59 – 190 EUR + PDV**
- **late entry deadline: do 20/1/2025, 23:59 – 290 EUR + PDV**

Special offers

FREE FOR FIRST TIME ENTRIES	3+1 (6+2, 9+3...) OFFER
<p>If you haven't submitted a project to BalCannes in the past two years, we have a welcome gift for you – your first entry is free, regardless of the track or category you're entering.</p>	<p>If you have submitted a project to the BalCannes competition in the past two years, we are rewarding your dedication with a 3 + 1 offer – if you submit three entries within the specified deadlines, you can submit an additional entry free of charge! Or you can also make use of the 6+2 offer...or 9+3...and so on.</p>

The registration fee for **DK2025** is not included in the entry fee for BalCannes.

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 awards@danikomunikacija.com.

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