BALCANNES 2027

ENTRY GUIDE

WELCOME TO BALCANNES

Whether you are an established agency with an impressive track record or an up-and-coming star of the communications industry, BalCannes is a place where you can demonstrate **that your place is among the best in the industry.** At BalCannes, industry experts award your top projects with **gold**, **silver**, and **bronze** trophies, while 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**, but in each of the individual markets as well.

We know that every industry comes with its own unique challenges – as do communication channels. That's why BalCannes awards the best ideas across 15 market categories in the **Best on Market track** and the best ideas across 12 communication channels in the **Best in Channel** track. Building new brands and revitalizing existing ones is a challenge of its own – which is why we recognize your hard work in the **Best Branding & Rebranding** track. And let's not forget the **Positive Change** track, where you can showcase work that truly made a difference. With five distinct areas of positive change, this category celebrates the projects making a real difference. And at the top of the category stands the Impact Prix – recognising the very best of the best and the project whose impact truly stands out.

With so many categories to choose from and so many ways to showcase your work, your work definitely belongs at BalCannes. Winning an award is just the cherry on top **– and we hope it's yours.**

[IMPORTANT] WHAT'S NEW THIS YEAR?

This year, BalCannes introduces **updated Grand Prix & Impact Prix selection rules** [view here] and a **one-minute video format for the Awards Show reel** [view here]. You can still submit a case video of up to three minutes for judging, ensuring your project has the space it deserves to tell its story. If your project becomes a finalist, **we'll invite you to provide a shorter, one-minute version for the Awards Show**. And if you prefer to keep your original video, no problem – we'll make sure your work is still showcased by trimming it to one minute.

Additionally, the category descriptions for **Best Online Video** and **Best Social Media Idea** have been updated [view here].

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

TABLE OF CONTENTS

Before entering your project, we recommend reading this entire Entry Guide to get the full picture. But if you just need to jump to a section or double-check something quickly, **use these shortcuts:**

I. **ELIGIBILITY CONDITIONS**
Check if your project qualifies for BalCannes

II. **AWARDS TRACKS & CATEGORIES**
See all the ways BalCannes celebrates creativity

III. **CELEBRATING THE BEST**
Discover how BalCannes honors outstanding ideas and projects

IV. **SELECTION OF WINNERS**
Learn how entries are evaluated and scores are calculated

V. **SUBMISSIONS AND DEADLINES**
Everything you need to know about timing and requirements

VI. **HOW TO SUBMIT YOUR ENTRY**
Step-by-step guide to entering BalCannes

ELIGIBILITY CONDITIONS

The eligibility period spans from **23 January 2025** to **22 January 2027**.

Call for entries is open until **22 January 2027.**

Who can enter:

- Agencies, whether specialized (creative, social, PR, design, digital, media, or event) or full-service, from **Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia** that **own the copyrights** for the submitted work.
- An agency, in the context of this awards program, is defined as a company whose primary business goals are focused on creating, maintaining, and enhancing the value of its clients' brands through market communications.

What can be entered:

- Creative work by agencies from Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia **ordered, approved, produced, and paid for by the client/advertiser**.
- Work **published or implemented during the eligibility period**, representing real market activity.
- **Full campaigns or individual components** (e.g., TVCs, print ads, social media videos, events, PR materials).
- Cases **submitted with client approval**, complying with all competition rules.

What cannot be entered:

- Adapted international cases **unless substantially upgraded** for the local market.
- Work **infringing copyrights or local laws**.
- Cases **previously submitted** unless significantly altered or improved.

Other rules:

- Entrants guarantee client approval, copyright ownership, and compliance with the Entry Guide.
- **[IMPORTANT]** All data and results included in the submission must be presented truthfully and accurately. The falsification, alteration, or generation of data and materials in a way that could be misleading is strictly prohibited — including the use of artificial intelligence (AI) or any other tool to manipulate results or evidence of success.
- Entries are **final**; submitted data cannot be changed.
- By entering, participants allow the organizer to **publish submitted cases** for competition purposes.
- Violating the rules may result, depending on the severity of the violation, in disqualification, suspension (1–3 years), a one-year ban on the agency's participation in the jury, and/or a public notice, as determined by the Organizing Committee.

By submitting an entry, the applicant grants the organizer permission to publish the submitted work in its original form for all purposes related to the project.

AWARDS TRACKS AND CATEGORIES

I.	**Best on Market**	This track awards the best ideas in 15 business categories.
II.	**Best in Channel**	This track awards the best ideas across 12 communication channels.
III.	**Best Branding and Rebranding**	This track awards the best creations of new branding or visual identity, as well as the rebranding of existing ones.
IV.	**Best of Positive Change**	This track awards the best socially responsible projects, showcasing the power of creativity in the service of positive change in the world.

- Projects in all groups may be awarded **gold**, **silver**, and **bronze** trophies.
- Points awarded in all categories are added to the BalCannes creative rankings for the awards season and are included in the calculation of points for **Best Agency** and **Best Advertiser** overall and per country according to the rules defined in the section *Selection of winners.*
- In all tracks and categories, the organizer reserves the right to re-categorize projects and may reach out to you for clarification.
- There is no limit on the number of entries from a single agency.
- **BalCannes allows the same project (idea) to be entered across multiple tracks and categories; however, specific rules apply to each track.** You can find detailed information about these rules in the track descriptions. Each category represents a separate entry and can win a separate award. Therefore, by submitting a project to multiple categories, you are entering the project multiple times, and the entry fees apply accordingly.

TRACK I. BEST ON MARKET

In the Best on Market track, your projects will be evaluated according **to the business categories in which they typically compete in the market.** Only for projects that do not fit into any of the business categories, you can submit them in the 15th category, **Miscellaneous**.

IMPORTANT NOTES:

- An individual project (idea) may be entered in **only one of the categories within this group.**
- An idea can be a **full campaign or an individual component of the campaign** (e.g., TVCs, print ads, social media videos, events, PR materials).
- An individual project (idea) entered in one of the categories of this group **may also be submitted** in one or more categories of Group II. Best in Channel, Group III. Best of Branding & Rebranding, and Group IV. Best of Positive Change.

Check out this list to match your work with the correct category:

01	**Food**	Campaigns and brand communications related to food, including FMCG brands and specialized food products.
02	**Alcoholic Beverages**	Campaigns and brand communications related to alcoholic beverage brands, including wine, beer, spirits, and craft products.

03	**Non-Alcoholic Beverages**	Campaigns and brand communications related to non-alcoholic beverages, such as juices, water, soft drinks, energy drinks, and others.
04	**Telecommunications**	Campaigns and brand communications related to telecommunications operators, mobile networks, internet providers, and innovative services in this sector.
05	**Finance, Insurance & Fintech**	Campaigns and brand communications in the financial sector, including banks, insurance companies, funds, fintech platforms, cryptocurrencies, investment funds, and other financial services.
06	**Retail**	Campaigns and brand communications related to offline retail (including supermarkets and shopping centers) and online commerce through e-commerce platforms.
07	**Health & Pharmacy**	Campaigns and brand communications for pharmaceutical products, healthcare services, medical businesses, and wellness initiatives.
08	**Household**	Campaigns and brand communications for home-related products and services, including household services, furniture, home appliances, white goods, tools, and other practical items.
09	**Fashion & Beauty**	Campaigns and brand communications related to clothing, footwear, fashion accessories, cosmetics, perfumes, and the beauty industry.
10	**Tourism, Culture & Leisure**	Campaigns and brand communications for tourist destinations, hotels, travel, cultural events, communication and promotion of festivals, conferences, fairs, or other events, as well as gaming and entertainment.
11	**Corporate Communications**	Campaigns and brand communications aimed at building or maintaining reputation – including employer branding, reputation management, internal branding, and self-promotion. **Reminder:** If a specific product or service is being sold, the project should be submitted in one of the remaining 14 categories. **Attention:** This category includes projects aimed at agency self-promotion – those created and executed by agencies to promote their own brand, services, or values. These projects **cannot be entered elsewhere and are not eligible to win the Grand Prix.**
12	**Technology & Electronics**	Campaigns and brand communications related to technology and IT products and services – including AI, software, hardware, IoT devices, advanced innovations, and related solutions.
13	**Energetics & Mobility**	Campaigns and brand communications related to energy, including renewable sources, infrastructure, and sustainability and mobility, such as cars, electric vehicles, public transportation, and smart mobility solutions.
14	**Entertainment**	Campaigns and brand communications related to the sports, gaming, film, and music industries. It covers all works, products, or services aimed at the markets and consumers of these segments, regardless of the communication channel or execution format. The focus is on projects and brands operating within these industries that have directed their activities and promotions toward the audiences of these market segments, including commercial, promotional, and partnership initiatives within the mentioned fields.
15	**Miscellaneous**	For projects that do not fall under any of the above categories but deserve recognition for their creativity and innovation.

TRACK II. BEST IN CHANNEL

The **Best in Channel** track is dedicated to showcasing ideas in the field of market communications that stand out within specific communication channels. The focus is on the originality of the idea, innovative execution, and how well the content is adapted to the unique characteristics of the chosen channel to achieve maximum impact.

IMPORTANT NOTES:

- An individual project (idea) may be entered in **multiple categories within this group**, depending on the communication channel (e.g. a TV commercial and a poster for the same campaign).
- If the idea is a component of the full campaign, it is necessary **to adjust the case video or PDF to highlight the individual component, such as a TV spot, publication etc.**
- There is no limit on the number of entries from a single agency.
- An individual project (idea) entered in one of the categories of this group **may also be submitted** in one category of I. Best on Market, III. Best of Branding & Rebranding, and IV. Best of Positive Change.

Choose one (or more) categories from this list to showcase the channels your idea thrives in:

01	**Best TV Spot & Film**	Awards the most creative and striking video content (TV, cinema, etc.) that successfully communicates the brand's message and leaves a lasting impression on the audience.
02	[UPDATED DEFINITION] **Best Online Video**	Recognizes the best video format published either as part of a campaign or standalone piece, rather than one directly derived from TVC. It rewards content that stands out through creativity, production excellence, and the ability to clearly capture and engage the attention of online audiences.
03	**Best Print (Ad, Publication, Poster)**	Awards printed materials that manage to capture attention and convey the brand's key values through design, messaging, and visual identity.
04	**Best Outdoor – OOH**	Awards the most creative solution for outdoor advertising in static formats such as posters, billboards, and other similar media.
05	**Best Digital Outdoor – DOOH**	This category recognizes innovative and interactive digital formats of outdoor advertising that use technology to enhance audience engagement and real-time branding.
06	**Best Audio & Radio**	This category celebrates standalone works based on sound, whether they are radio commercials, radio content, jingles, songs, sound effects, or any other sound-based creation.
07	**Best Experiential Advertising & Events**	The best events and best examples of experiential advertising: pop-up events, interactive installations, branded experiences, creative promotions, or any other type of event that transforms direct interaction between the brand and the audience into an unforgettable experience.
08	**Best Low-Volume Packaging Design**	In this category, awards are given to the most creative and innovative packaging design solutions produced **in editions of fewer than 10,000 units.** Both the concept and execution will be evaluated, as well as the sustainability factor in terms of materials and production methods." **Important note:** In addition to the creative reel, the entry must clearly present the **task**, **challenge**, **idea**, and **solution**.

09	**Best High-Volume Packaging Design**	In this category, awards are given to the most creative and innovative packaging design solutions produced **in editions of more than 10,000 units**. Both the concept and execution will be evaluated, as well as the sustainability factor in terms of materials and production methods. **Important note:** In addition to the creative reel, the entry must clearly present the **task**, **challenge**, **idea**, and **solution**.
10	**Best Digital Product**	This category focuses on digital innovative solutions that combine design, functionality, and user experience in a digital environment. Works in this category can range from promotional and informational websites to e-commerce platforms and mobile applications. Projects that push the boundaries of creativity and offer an exceptional digital experience are recognized.
11	[UPDATED DEFINITION] **Best Social Media Idea**	Recognizes campaigns and social media posts that have successfully engaged audiences and increased brand visibility through the creative use of social media platforms. **Important note:** This category recognizes one clearly defined, original creative idea that can be executed across different digital formats and platforms. The idea may be implemented over an extended period of time; however, submissions that bring together multiple distinct creative ideas, always-on activities, or a collection of unrelated activations are not eligible. The key criterion is **one strong creative concept that ties all executions together**, regardless of the number of formats, platforms, or methods of implementation.
12	**Best Creative Use of Technology**	This category celebrates the innovative use of technology such as augmented reality, virtual reality, artificial intelligence, and more to create unique digital experiences.

TRACK III. BEST BRANDING & REBRANDING

Track III. Best of Branding & Rebranding honors exceptional creativity in building and transforming brands. This track celebrates projects that showcase a strong vision, strategic thinking, and innovative approaches in creating memorable new brands or revitalizing existing ones.

IMPORTANT NOTES:

- An individual project (idea) entered in one of the categories of this group **may also be submitted** in one category of I. Best on Market, and IV. Best of Positive Change and multiple categories of II. Best in Channel.

01	**Best Branding**	The **Branding** category awards projects aimed at creating and designing a brand identity for a product, service, or organization that is **new to the market**. **Important note:** In this category, in addition to the visual identity, it is **obligatory** to: • present the brand positioning • strategically explain the branding work and process • present the brand's values • provide any additional context the jury may need for a thorough evaluation of the entry.

02	**Best Rebranding**	The **Rebranding** category awards projects aimed at creating and designing a **rebranded/refreshed identity** for an **existing** product, service, or organization. **Important note:** In this category, in addition to the visual identity, it is **obligatory** to: • **!! provide an example of the previous branding for comparison with the new solution** • present the brand positioning • strategically explain the branding work and process • present the brand's values • provide any additional context the jury may need for a thorough evaluation of the entry.

TRACK IV. BEST OF POSITIVE CHANGE

The **Best of Positive Change** track celebrates social actions and the power of creativity that drives positive change in the world. In this category, you can show **how your campaign, initiative or marketing effort** has contributed to the UN 2030 sustainable development goals for the people, the planet, prosperity, peace, partnership, as well as inclusion, fairness, and equality.

IMPORTANT NOTES:

- An individual project (idea) may be entered in **only one of the categories within this group.**
- An individual project (idea) entered in one of the categories of this group **may also be submitted** in one category of I. Best on Market, and III. Best of Branding & Rebranding and multiple categories of II. Best in Channel.

1	**Environment & Sustainability**	Awards efforts that **address environmental issues**, such as promoting eco-friendly products and packaging, reducing waste, encouraging recycling, saving energy, or protecting nature.
2	**Equality, Diversity & Inclusion**	Recognizes efforts that **stand for fairness and representation**, such as gender equality initiatives, anti-discrimination messages, accessibility projects, or support for minority communities.
3	**Health & Well-being**	Awards efforts that **promote healthier lives**, such as public health awareness, mental health support, safety initiatives, or projects encouraging active lifestyles.
4	**Education & Empowerment**	Efforts that **open opportunities for growth**, such as programs that support learning, digital literacy, financial literacy, skills training, entrepreneurship, or social mobility.
5	**Community & Culture**	Awards efforts that **strengthen social bonds**, such as local community projects, cultural heritage initiatives, support for civic participation, or communications that celebrate and connect people.

CELEBRATING THE BEST

Here are all the ways that BalCannes celebrates your hard-earned achievements:

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 BalCannes 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 trophy 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 34 categories in four 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 receive one trophy on stage during the awards ceremony (no duplicate trophies will be presented in cases where two primary agencies are credited). However, **additional copies may be ordered later for a fee.**

IMPACT PRIX

Impact Prix celebrates the project within track **IV. Best of Positive Change** that achieves the highest combined score from both the agency and advertiser juries. This award honors work that goes beyond creativity to make a meaningful, positive impact on society, culture, or the environment. It recognizes projects that inspire change, spark action, and demonstrate how ideas can be a force for good.

★ **NEW**: The Impact Prix selection rules and procedures have been updated **[view below].**

GRAND PRIX

The Grand Prix is awarded in recognition of outstanding work and is selected from among the highest-scoring Gold-winning entries across **competition tracks I., II. and III.**, excluding agency self-promotion entries. It represents the highest distinction of the competition, recognising the work that demonstrates the greatest overall excellence.

★ **NEW**: The Grand Prix selection rules and procedures have been updated **[view below].**

COUNTRY'S LEADING AGENCY AND LEADING ADVERTISER

You've done the work this year, you've done it well, you've risen above your compatriots, and now it's time to be celebrated. If your agency earns the highest total points among all agencies from your country, you will receive a special **Best Agency/Advertiser in the Country Certificate**, presented on stage at the DK Festival.

BEST AGENCY AND BEST ADVERTISER OVERALL

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. All entrants are contenders for this prestigious, praiseworthy title.

★ NEW: EDITOR'S CHOICE LIST

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 create their prestigious **Editor's Choice List** from tracks I. & IV. shortlisted by the Agencies Jury and the Advertisers Jury.

BALCANNES RANKINGS

Whether you love diving into statistics or simply enjoy seeing your company's name at the top, you'll love our **BalCannes Rankings**. After the competition wraps up, we'll analyze the results to reveal the leaders across multiple criteria – from the best in each country and category to the top agency, top advertiser, and the favorites of the Agencies, Advertisers, and Media Juries. And of course, we'll share all the highlights on social media for everyone to celebrate.

AWARDS SHOW @DK2027

The best projects will be announced on **6 May 2027** at the awards ceremony, which will take place on the main stage of the DK2027 festival in Rovinj. Once the festival has launched, you can purchase tickets here.



SELECTION OF WINNERS

JUDGING

BalCannes is the only awards program in this part of the world where everyone who enters can find out what **agencies and advertisers** think about their case, as well as the editor's list, painting the whole picture about its level of success from three different perspectives! The expert jury selects the winners in two rounds:

1	**First round: Pre-selection**	In the first, pre-selection round, the two juries of advertisers and agencies decide which cases deserve to be shortlisted by voting YES/NO. All the 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.
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 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.
3	[UPDATED RULES] **Grand Prix & Impact Prix Selection**	Eligible for consideration are **the three highest-scoring Gold-winning entries** across competition tracks I. Best on Market, II. Best in Channel, III. Best of Branding & Rebranding, unless one of them is an agency self-promotion entry, in which case its place is taken by the next highest-scoring entry. In the event of a tie in scores, more than three entries may qualify for consideration for the Grand Prix. The Grand Prix winner is selected during a **joint online meeting of representatives of the Agencies Jury and the Advertisers Jury**, following a discussion of the shortlisted entries. The selection of the Grand Prix and Impact Prix takes place simultaneously, with both awards discussed and voted on during the same meeting. Following the discussion, each participating jury representative submits a **secret ballot**, separately ranking their top three entries for the Grand Prix and the Impact Prix. For each award, 3 points are assigned to the first choice, 2 points to the second choice and 1 point to the third choice. The entry receiving the highest total score in the Grand Prix voting is selected as the Grand Prix winner. **The Grand Prix and Impact Prix cannot be awarded to the same entry.** Eligible for consideration for the **BalCannes Impact Prix** are Gold-winning entries from the **IV. Best of Positive Change** awards track, as evaluated by the Agencies Jury and the Advertisers Jury. If the same entry receives the highest total score for both awards, a new round of voting is held to determine two different winners. In the event of a tie, a further vote is held among the tied entries to determine the winner.

Jury representatives who are authors of any of the shortlisted entries, or who have a conflict of interest in relation to any such entry, are excluded from the decision-making process.

BALCANNES RANKINGS & BEST AGENCY/ADVERTISER SELECTION

Based on the total points from all competitive category tracks, the Organizer compiles the BalCannes rankings and awards special trophies for **Best Agency** and **Best Advertiser** at the BalCannes competition. If more than one agency has submitted the entry (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). **If a primary agency cannot be identified, collaborator agencies can choose to share the points won (e.g. each agency gets 10 points)**.

Points are counted **only for the highest position an entry achieves and are not cumulative**. This means that winning a prize in a category excludes points for being a finalist in that category, and winning the Impact Prix excludes points for lower-ranking awards in the same category (for example, a gold award). Winning the Grand Prix also excludes any points for lower-ranking awards (and a gold award won in that category).

Important note: For an entry submitted in both I. Best on Market and IV. Best of Positive Change, points are awarded only for the track where the entry won the higher-ranking award (e.g. if the entry won gold in Best on Market and silver in Best of Positive Change, the agency or advertiser will receive only 20 points for the gold award). If both awards are of the same rank, only one set of points is allocated.

Points for awards are allocated as follows:

	AWARD	POINTS
Special Awards	GRAND PRIX	30 points
	IMPACT PRIX	25 points
I. Best on Market / III. Best Branding & Rebranding / III. Best of Positive Change*	GOLD	20 points
	SILVER	10 points
	BRONZE	5 points
	FINALIST	1 point
II. Best in Channel	GOLD	15 points
	SILVER	7.5 points
	BRONZE	3.75 points
	FINALISTS	0.75 points

COUNTRY'S BEST AGENCY AND BEST ADVERTISER

Points earned for a single entry are counted separately for the advertiser and the agency, based on the country they indicate in the entry form. Example: If a campaign wins 20 points for a gold award, those 20 points go to the advertiser in their country and to the agency in its country, as specified in the entry form.

Important note: If a company operates in multiple countries, the points will be allocated to the country specified in the entry form. It is the responsibility of the entrant to indicate the correct country for both the advertiser and the agency when submitting the campaign.

INDEPENDENT JUDGING, FAIRNESS, AND NEUTRALITY

In the second round of the competition, members of the Agencies Jury and the Advertisers Jury discuss and score the cases independently. A separate voting is organised for the Media Jury's Editor's List. The rankings of top cases according to each respective jury will be published in the BalCannes Ranking. To ensure the neutrality of the judging process, only one representative from companies or entities under common ownership or control may serve as a jury member. In order to ensure a fair selection process, jury members also cannot vote for the cases in which they have an affiliation or any other interests. Additionally, to avoid positive/negative selection, jury members will also be excluded from judging the cases that 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 three groups: **idea's creative relevance, idea's market relevance, and idea's quality of execution.**

1	**Creative Relevance**	In all categories, BalCannes awards the most original concepts that are authentic, attractive, and convincing. Original cases are those cases that are authentic and do not recycle existing ideas or creative concepts. Any cases that do not meet the minimum criterion of originality may be disqualified. Convincing cases are those cases that are a refreshment on the advertising scene, which are innovative, extraordinary, exciting, and different from the ordinary. 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 that achieve an impact in a competitive environment rather than cases with low relevance in 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	**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 in itself if it is not related to the idea, or if the idea is incomplete, trivial, or even non-existent.

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 complementary 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.

BALCANNES JURY: THE MEDIA PERSPECTIVE

Jury members are selected by the Organizing Committee for their experience and influence in the regional advertising industry. They elect a jury president to lead discussions and independently score shortlisted projects from 1 to 10. Based on their evaluations, the media jury crafts an Editor's Choice List.

THE BALCANNES EXPERT COUNCIL

The **Expert Council** advises the BalCannes Organising Committee during the planning and organisation phases, ensuring the competition stays aligned with industry and market needs across Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia. In line with their excellent results in 2026, the following members make up the Council: **Amna Džambić Branković** (Via Media, BiH), **Brankica Janković** (Aquarius Group, BiH), **Davor Bruketa** (Bruketa&, HR), **Sean Poropat** (Studio Sonda, HR), **Darko Bosnar** (Imago Ogilvy, HR), **Goran Dimovski** (McCann Skopje, MK), **Sofija Semenpeeva** (Effectiva agency, MK), **Jana Savić Rastovac** (McCann Beograd, RS), **Milica Radović** (Friday Finally, RS), **Milja Šijakinjić** (Žiška, RS), **Marko Vičić** (Futura DDB, SLO), **Dino Zupančič** (Agencija 101, SLO) i **Dunja Bibianko Marovt** (AV STUDIO, 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.

SUBMISSION AND DEADLINES

You can submit your entries for the regional creative competition **BalCannes 2027** until **22 January 2027.**

The competition is open to marketing efforts from **Bosnia and Herzegovina, Croatia, North Macedonia, Serbia, and Slovenia** published within the specified two-year period from **23 January 2025** to **22 January 2027**. Marketing efforts that started before or ended after the eligibility period are also eligible to compete, provided that at least a part of the marketing effort 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.

[IMPORTANT UPDATES] 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 entry

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 and country of the agency and the client, category in which you are competing, and data about the company that is entering the project.

2 — Upload creative materials for judging*

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.

*** NEW: You can find updated rules for the Awards Show reel [below].**

CASE VIDEO	PDF DOCUMENT
You can present your work as a video summary with the following technical specs: • **Duration**: max three (3) minutes • **Format**: .mp4 • **Min. resolution**: 1280 x 720 • **Max file size**: 500 MB	The .PDF document can **contain external links to video content** only if said video content is crucial to the presentation of your case. *If you submitted a PDF and became a finalist, you will have the opportunity to submit a case video later, which will be showcased if your entry wins a Gold award.

3 — Provide the main visual and a 150-word 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.**

IF YOU BECOME A FINALIST [AWARDS SHOW REEL]

4 **[IMPORTANT UPDATES]**
One-Minute Awards Show Reel

If you are selected as a finalist, you will be notified by email at least three weeks prior to the awards ceremony. To keep the awards show engaging and dynamic, if you win Gold, we will feature a one-minute reel showcasing your project.

For this reason, we will kindly ask you **to provide a shortened version of your video summary**:

- **Duration**: max one (1) minute
- **Format**: .mp4
- **Min. resolution**: 1280 x 720
- **Max file size**: 500 MB

If you prefer not to submit a shorter version, your originally submitted video summary will be trimmed to one minute.

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

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.

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 – 8 February 2027. 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 2027.

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

	BEST ON MARKET, BEST BRANDING & REBRANDING, BEST OF POSITIVE CHANGE	BEST IN CHANNEL
REGULAR DEADLINE by 18/12/2026	**225 EUR + VAT** Price on 10 September 2026: 225 EUR + VAT	**170 EUR + VAT** Price on 10 September 2026: 170 EUR + VAT
LATE DEADLINE by 22/01/2027	**325 EUR + VAT** Price on 10 September 2026: 325 EUR + VAT	**245 EUR + VAT** Price on 10 September 2026: 245 EUR + VAT

Special offers

FREE FOR FIRST TIME ENTRIES	3+1 (6+2, 9+3…) OFFER
If you **haven't submitted** a project to BalCannes in the past three years, we have a welcome gift for you – **your first entry is free**, regardless of the track or category you're entering.	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.

**Please note: it's not possible to apply both offers at the same time. The free entry always applies to the lowest-priced entry you have submitted.*

The registration fee for **DK2027** 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** on the DK website.

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.**

Eva Trstenjak, Head of Awards
eva.trstenjak@hura.hr, **+385997245593**

Monika Bogdanić, Senior Awards Coordinator

monika.bogdanic@hura.hr, **+385923350353**