

BALCANNES REPORT

#MosaicOfCreativity



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Meet BalCannes

BalCannes is a neutral platform created by the industry, for the industry. It gives agencies the opportunity to showcase their most successful projects, demonstrate their expertise and strengths, and highlight their unique value in front of the entire creative community – one that transcends national borders and connects the region as a whole.

The 2025 edition marks a continued evolution of BalCannes. With over a decade of tradition in recognizing the region's top projects, agencies, and advertisers, the competition now takes center stage at the DK Festival – featuring new categories, a refreshed scoring system, and an expanded structure.

This year, we've added a new group – Design Mosaic – joining the existing Market Mosaic and Positive Change Mosaic. Together, they form a comprehensive celebration of creativity across disciplines, highlighting not only market impact and social responsibility, but also the power of design to move, engage, and inspire.

We hope this mosaic of creativity sparks inspiration – and reminds you how proud we all should be to be part of this vibrant 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 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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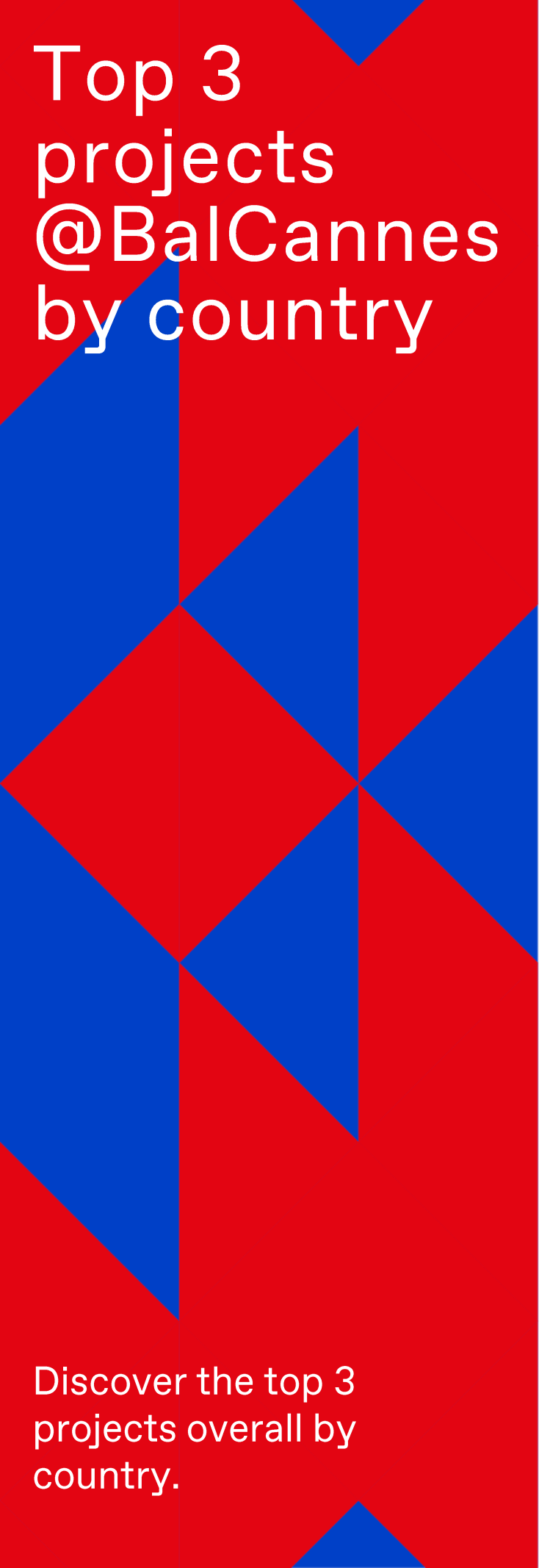
- 01 [Top 10 agencies @BalCannes overall](#)
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Top 10 projects @BalCannes overall

Presenting the overall ranking of the top 10 BalCannes projects, as selected by our Advertisers and Agencies Jury – the competition was incredibly tough this year, so congratulations to everyone who made the list!

01	BUDI HRABAR, BUDI ZDRAV BBDO Zagreb Zagrebačka pivovara I. Market Mosaic Alcoholic Beverages
02	A soup to remember Bruketa&Žinić&Grey Marodi I. Market Mosaic Food
03	The most important influencers Leo Burnett Belgrade A1 Serbia I. Market Mosaic Telecommunications
04	Startup Garage McCann Skopje Halkbank Skopje I. Market Mosaic Finance and Insurance
05	Rawino - Crafted by terroir Studio Sonda OPG Ravnik II. Design Mosaic Low-Volume Packaging Design
06	Prispevaj kretnjo Understanding the world around you Povem Mastercard I. Market Mosaic Finance and Insurance
07	NAPOLITANKE UŽIVAJ IZMEĐU REDOVA Imago Ogilvy Kraš II. Design Mosaic Rebranding
08	INA BOLJE STATI NEGO ZASPATI Imago Ogilvy INA I. Market Mosaic Corporate Communications
09	Plazma - Mrvica strpljenja kampanja Communis Beograd Bambi I. Market Mosaic Food
10	Najvažniji poziv u životu 2024. Jazavac i Utorak Hemofarm fondacija I. Market Mosaic Health and Pharmacy

Some projects impressed the jury across multiple categories – but in our Top 10, each project gets the spotlight only once. We’ve included only the best-performing version of each project to keep the list fresh and diverse.



Top 3 projects @BalCannes by country

Discover the top 3 projects overall by country.

Ranking of projects @Bosnia and Herzegovina

01	Don't close your eyes! Aquarius Group m:tel I. Market Mosaic Telecommunications
02	Tvoj život, tvoja stvar Via Media ASA Banka I. Market Mosaic Finance and Insurance
03	Branding Conference Imagine Brand New Humanity Via Media Branding Conference II. Design Mosaic Advertising Design

Ranking of projects @North Macedonia

01	Startup Garage McCann Skopje Halkbank Skopje I. Market Mosaic Finance and Insurance
02	Halk EZ Branding Effectiva agency Halkbank Skopje II. Design Mosaic Branding
03	Let's Open Up #OpenUp #НаправиМесто Saatchi & Saatchi Skopje Makedonski Telekom I. Market Mosaic Telecommunications

Ranking of projects @Slovenia

01	Prispevaj kretnjo Understanding the world around you Povem Mastercard I. Market Mosaic Finance and Insurance
02	Take Away Futura DDB Cubo II. Design Mosaic Advertising Design
03	Un/Accessible slopes McCann Ljubljana Mastercard I. Market Mosaic Finance and Insurance

Ranking of projects @Croatia

01	BUDI HRABAR, BUDI ZDRAV BBDO Zagreb Zagrebačka pivovara I. Market Mosaic Alcoholic Beverages
02	A soup to remember Bruketa&Žinić&Grey Marodi I. Market Mosaic Food
03	Rawino – Crafted by terroir Studio Sonda OPG Ravnik II. Design Mosaic Low-Volume Packaging Design

Ranking of projects @Serbia

01	The most important influencers Leo Burnett Belgrade A1 Serbia I. Market Mosaic Telecommunications
02	Plazma - Mrvica strpljenja kampanja Communis Beograd Bambi I. Market Mosaic Food
03	Najvažniji poziv u životu 2024. Jazavac i Utorak Hemofarm fondacija I. Market Mosaic Health and Pharmacy

Some projects impressed the jury across multiple categories – but in our Top 3 by country, each project gets the spotlight only once. We've included only the best-performing version of each project to keep the list fresh and diverse. If the country did not have three finalists, the scores in the pre-selection round were taken into account in the rankings.

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

Our jury is equally divided between agencies and advertisers (20 each). Here's how the top-ranked entries would look if each group voted independently.

Agencies Jury's Ranking

- 01 BUDI HRABAR, BUDI ZDRAV | BBDO Zagreb | Zagrebačka pivovara | I. Market Mosaic | Alcoholic Beverages
 - 02 Startup Garage | McCann Skopje | Halkbank Skopje | I. Market Mosaic | Finance and Insurance
 - 03 A soup to remember | Bruketa&Žinić&Grey | Marodi | I. Market Mosaic | Food
 - 04 The most important influencers | Leo Burnett Belgrade | A1 Serbia | I. Market Mosaic | Telecommunications
 - 05 Rawino - Crafted by terroir | Studio Sonda | OPG Ravnik | II. Design Mosaic | Low-Volume Packaging Design
 - 06 NAPOLITANKE UŽIVAJ IZMEĐU REDOVA | Imago Ogilvy | Kraš | II. Design Mosaic | Rebranding
 - 07 INA BOLJE STATI NEGO ZASPATI | Imago Ogilvy | INA | I. Market Mosaic | Corporate Communications
 - 08 Najvažniji poziv u životu 2024. | Jazavac i Utorak | Hemofarm fondacija | I. Market Mosaic | Health and Pharmacy
 - 09 Javi se za *eks | Imago Ogilvy | Studenac | I. Market Mosaic | Non-alcoholic Beverages
 - 10 Prispevaj kretnjo | Understanding the world around you | Povem | Mastercard | I. Market Mosaic | Finance and Insurance
- Halk EZ Branding | Effectiva agency | Halkbank Skopje | II. Design Mosaic | Branding

Advertisers Jury's Ranking

- 01 BUDI HRABAR, BUDI ZDRAV | BBDO Zagreb | Zagrebačka pivovara | I. Market Mosaic | Alcoholic Beverages
- 02 A soup to remember | Bruketa&Žinić&Grey | Marodi | I. Market Mosaic | Food
- 03 The most important influencers | Leo Burnett Belgrade | A1 Serbia | I. Market Mosaic | Telecommunications
- 04 Prispevaj kretnjo | Understanding the world around you | Povem | Mastercard | I. Market Mosaic | Finance and Insurance
- 05 Rawino - Crafted by terroir | Studio Sonda | OPG Ravnik | II. Design Mosaic | Low-Volume Packaging Design
- 06 Kampanja "1236 dana" | RED Communication | III. Positive Change Mosaic | Community Care
- 07 Zakuni se u zakon | McCann Beograd | Autonomni Ženski Centar | III. Positive Change Mosaic | Community Care
- 08 Plazma - Mrvica strpljenja kampanja | Communis Beograd | Bambi | I. Market Mosaic | Food
- 08 Usporedivo bolji dizajn komunikacije | Imago Ogilvy | kompare.hr | II. Design Mosaic | Advertising Design
- 09 Grand kafa – Hajde da imamo vremena | Luna \ TBWA Belgrade | Atlantic Group | I. Market Mosaic | Non-alcoholic Beverages
- 10 NAPOLITANKE UŽIVAJ IZMEĐU REDOVA | Imago Ogilvy | Kraš | II. Design Mosaic | Rebranding

Some projects impressed the juries across multiple categories – but in our Top 10, each project gets the spotlight only once. We've included only the best-performing version of each project to keep the list fresh and diverse.

Top 10 Positive Change Mosaic Projects @BalCannes 2025

01	BUDI HRABAR, BUDI ZDRAV BBDO Zagreb Zagrebačka pivovara
02	The most important influencers Leo Burnett Belgrade A1 Serbia
03	Prispevaj kretnjo Understanding the world around you Povem Mastercard
04	Zakuni se u zakon McCann Beograd Autonomni Ženski Centar
05	A soup to remember Bruketa&Žinić&Grey Marodi
06	Kampanja "1236 dana" RED Communication
07	Najvažniji poziv u životu 2024. Jazavac i Utorak Hemofarm fondacija
08	Cast light on workers rights. Sa radničnim pravima na sunce. Z delavskimi pravicami na sonce. Agencija 101 Delavska svetovalnica
09	Velikanke - TRGni se za ravnopravnost Imago Ogilvy HEARTH
10	Un/Accessible slopes McCann Ljubljana Mastercard

Competition was especially strong in this category — a hopeful sign that more creative work is driving real change. These are the top 20% leading the way.

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 | A soup to remember Bruketa&Žinić&Grey Marodi I. Market Mosaic Food |
| 02 | BUDI HRABAR, BUDI ZDRAV BBDO Zagreb Zagrebačka pivovara III. Positive Change Mosaic Community Care |
| 03 | MAPEI - PRILIKA ZA ODLIJEPIĆ Imago Ogilvy Mapei Croatia I. Market Mosaic Household |
| 04 | Everything tastes better with Vegeta Bruketa&Žinić&Grey Podravka I. Market Mosaic Food |
| 05 | The most important influencers Leo Burnett Belgrade A1 Serbia III. Positive Change Mosaic Community Care |

MEDIA JURY'S SPECIAL RECOGNITION FOR CONTRIBUTION TO CULTURE

A soup to remember (Bruketa&Žinić&Grey, Marodi)



In Croatia, “Popevka” - Međimurje folk songs are protected by UNESCO under one condition: the status only remains if people continue singing them. Marodi is a local pasta manufacturer and they want to contribute to the local community through a new initiative, aligning with their social responsibility and business goals.

We turned one of Marodi’s products, Alphabet soup pasta, into an intergenerational tool for passing on the songs. We made a campaign about local folk songs needing protection on a higher level, to implant love for them in young children because they will pass on the tradition further.

We created the book as a tool for intergenerational transfer of heritage, to end up in the most logical place – at the family table. The book became media itself, sparking the dialogue and enabling action that led authorities to proclaim the annual Day of Popevka and for generations at home to connect.

— Bruketa&Žinić&Grey team

Top 10 advertisers @BalCannes 2025

01	Marodi
02	Zagrebačka pivovara
03	A1 Serbia Halkbank Skopje
04	Mastercard
05	Hemofarm fondacija INA
06	Cubo Kraš OPG Ravnik
07	Bambi
08	Knjaz Miloš
09	Mercator-S Radenska Superbrke
10	Atlantic Group Gradska knjižnica Poreč kompare.hr Mapei Croatia Novalja Tourist Board

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

Top 3 advertisers @BalCannes by country

Ranking of advertisers @Bosnia and Herzegovina

01	m:tel
02	ASA Banka
03	Branding Conference

Ranking of advertisers @North Macedonia

01	Halkbank Skopje
02	Makpetrol
03	Makedonski Telekom

Ranking of advertisers @Slovenia

01	Mastercard
02	Cubo
03	Radenska

Ranking of advertisers @Croatia

01	Marodi
02	Zagrebačka pivovara
03	INA

Ranking of advertisers @Serbia

01	A1 Serbia
02	Hemofarm fondacija
03	Bambi

If the country did not have three advertisers in the final round, the scores in the pre-selection round were taken into account in the rankings. These rankings were sorted by the country of the advertiser, not by the country of the agency.

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

Top 10 agencies @BalCannes 2025

01	Bruketa&Žinić&Grey
02	Imago Ogilvy
03	BBDO Zagreb
04	Studio Sonda
05	Leo Burnett Belgrade
06	Futura DDB
07	Povem
08	Jazavac i Utorak
09	Effectiva agency McCann Skopje
10	Fullhouse Ogilvy

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 Aquarius Group
- 02 Via Media
- 03 MITA Group

Ranking of agencies @North Macedonia

- 01 Effectiva agency
McCann Skopje
- 02 New Moment Skopje
- 03 Saatchi & Saatchi Skopje

Ranking of agencies @Slovenia

- 01 Futura DDB
- 02 Povem
- 03 McCann Ljubljana

Ranking of agencies @Croatia

- 01 Bruketa&Žinić&Grey
- 02 Imago Ogilvy
- 03 BBDO Zagreb

Ranking of agencies @Serbia

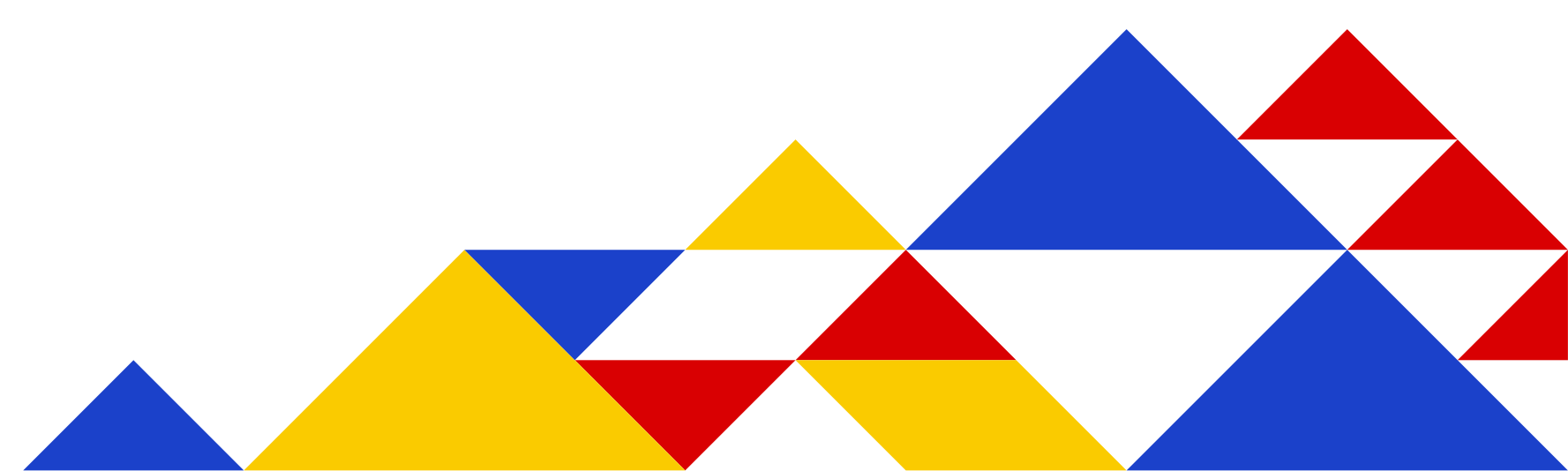
- 01 Leo Burnett Belgrade
- 02 Jazavac i Utorak
- 03 Fullhouse Ogilvy

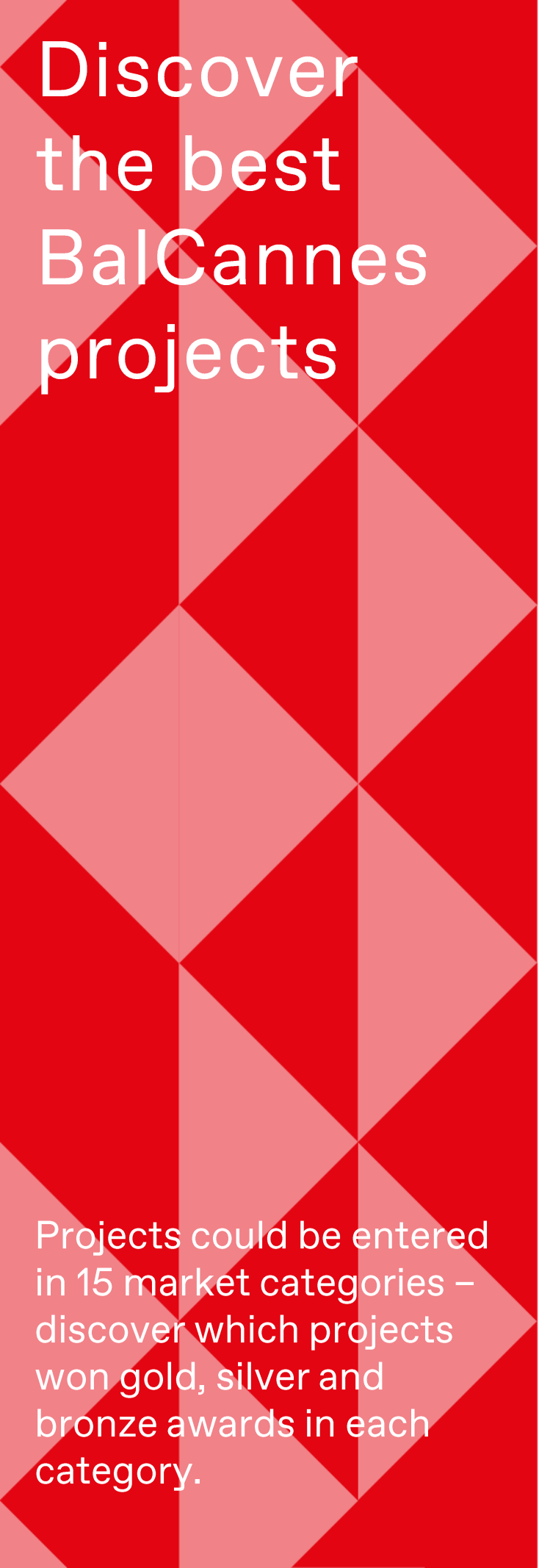
If the country did not have three advertisers in the final round, the scores in the pre-selection round were taken into account in the rankings. These rankings were sorted by the country of the advertiser, not by the country of the agency.

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 Market Mosaic
 - 02 Design Mosaic
 - 03 Positive Change Mosaic
 - 04 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	<u>Food</u>
02	<u>Alcoholic Beverages</u>
03	<u>Non-alcoholic Beverages</u>
04	<u>Telecommunications</u>
05	<u>Finance and Insurance</u>
06	<u>Retail</u>
07	<u>Health and Pharmacy</u>
08	<u>Household</u>
09	Fashion and Beauty
10	<u>Tourism, Culture and Leisure</u>
11	<u>Corporate Communications</u>
12	Automotive
13	IT
14	Entertainment
15	Miscellaneous

BalCannes Gold Food

Project
A soup to remember

Agency
Bruketa&Žinić&Grey

Advertiser
Marodi

Strategic partners
Komunikacijski
Laboratorij,
Cerovski Print Boutique

Country
Croatia



Marodi is a local pasta producer with a factory located in a small region of Croatia called Međimurje. They’re competing in the Croatian market against big global players like Barilla. One of their business goals is to contribute to the local community through a new initiative, aligning with their social responsibility goals.

“Popevka” - Međimurje folk songs have been sung for generations. The songs are protected by UNESCO but the status only remains if people continue singing them. We turned one of Marodi’s products, the Alphabet soup pasta, into an intergenerational tool for passing on the songs. Marodi made limited edition packaging in the form of a book with the exact amount of pasta letters needed for one song to be assembled.

The book was handed over to decision-makers and became media itself with the final goal of proclaiming the Day of Popevka – achieved in the early campaign stage.

— Bruketa&Žinić&Grey team



BalCannes Silver Food

Project
Plazma - Mrvica strpljenja kampanja

Agency
Communis Beograd

Advertiser
Bambi

Strategic partners
McCann Beograd

Country
Serbia



After the fire at the Bambi factory, it was necessary to inform everyone that the production of Plazma biscuits, Serbia’s most beloved brand has been stopped. Once the last supplies disappeared from stores, we asked everyone for "a crumb of patience" through social media posts, PR packages, POS materials and OOH campaign. Central hub was a landing page that emotionally reminded people about deep bond between Plazma and all of us.

Support and boundless love poured in from all sides through social media. As soon as the factory resumed limited production, the first batches of Plazma were donated to kindergartens across Serbia – because kids had the least patience to wait



All of this led to organic support from 43 influencers, support from other brands, millions of views and smiles on the faces of 200,000 children in the kindergartens. As Plazma returns, crumb by crumb, we thank everyone for their support.

— Communis Beograd team

BalCannes Bronze Food

Project
POLIvynils

Agency
Futura DDB

Advertiser
Perutnina Ptuj

Country
Slovenia



For Poli’s 50th anniversary, the challenge was to connect with a younger audience that values innovation and fresh ideas. But expensive celebrity endorsements weren’t an option. Instead of using celebrities, we created superstars with AI. POLIvynils blended nostalgia and technology; with AI we generated album covers, wrote lyrics, and composed music for 16 original songs celebrating Poli. These tracks were then printed on vinyl records and played live on radio programs, turning music into a unique branded medium. This fresh approach helped Poli connect with younger generations in an unexpected way.



Over 10,000 listeners tuned in, making POLIvynils a standout example of innovative brand engagement. By leveraging AI and music, Poli strengthened its connection with a younger audience—without expensive endorsements.

— Futura DDB team

BalCannes Gold Alcoholic Beverages

Project
**BUDI HRABAR,
BUDI ZDRAV**

Agency
BBDO Zagreb

Advertiser
Zagrebačka pivovara

Country
Croatia



Prostate cancer is curable in 98% of cases when detected early (source: Johns Hopkins Medicine). Yet, men often neglect their health. From Žuja's previous campaign for early testicular cancer detection, we learned that men respond much better to serious topics when they are presented in a relaxed and humorous way.

But the hardest part was getting the balance right. Walking a delicate line between support and provocation, serious and playful, we knew the work needed to look more like a bold pamphlet with a twist at the end, rather than a typical ad. That's why we created an original song (made by BBDO Zagreb), which our well-known actors would actually sing.

During execution, a particular challenge was teaching our lead actors to sing a demanding melody in a short time frame. Fortunately, we succeeded, thanks in part to the involvement of the renowned Croatian opera singer Martina Tomčić (pun intended!).

— BBDO Zagreb team



BalCannes Silver Non- alcoholic Beverages

Project
Grand kafa - Hajde da
imamo vremena

Agency
Luna\TBWA Belgrade

Advertiser
Atlantic Group

Country
Serbia



In production terms, the “Let’s Have Time 3” campaign marked a significant breakthrough in local advertising by utilizing state-of-the-art Bolt technology, applied this way for the first time in the domestic industry.

While the insight remains that time passes too quickly and often goes unnoticed in our busy lives, the third installment introduces a fresh perspective. The focus is on time for oneself, told from a female point of view. Women are often selfless, prioritizing loved ones over taking even “5 minutes” for themselves—often leading to burnout. The campaign features the brilliant Anđelka Stević Žugić, who masterfully portrays the various “obligations” a family woman juggles daily.

Executed across all relevant channels, the campaign delivered outstanding results: an MS increase of 1.4pp, 63% ad recall, and growth in nearly all tested parameters, far exceeding benchmarks. “Let’s Have Time 3” celebrates the importance of self-care in a fast-paced world.

— Luna \ TBWA Belgrade team



BalCannes Bronze Non-alcoholic Beverages

Project
Guarana Azijana integrated
campaign

Agency
Fullhouse Ogilvy

Advertiser
Knjaz Miloš

Country
Serbia

BalCannes Bronze Non-alcoholic Beverages

Project
PIPI Šugaman

Agency
I TO NIJE SVE! creative agency

Advertiser
Pipi beverages

Strategic partners
Moglo

Country
Croatia



We were tasked to create a new flavour concept for Guarana to resonate with gen z. Our approach - it is not just about finding the latest trend and inserting the brand, it’s about understanding key cultural drivers that determine gen z behaviours.

We found inspiration in ongoing seismic cultural shift and launched Guarana Azijana. In communication we wanted do avoid cultural appropriation so we decided on mixing Serbian and Asian cultural signifiers to the point of absurdity to create a world of BalkasianMaxiamlism.

Guarana Azijana surpassed the sales of any Flavor launched on the brand so far. Ranked No1 in the Flavour Energy Drink Category in the second month after release with nearly 2 million cans in less than six months. All this to say – Guarana Azijana Bash-shu-ri

— Fullhouse Ogilvy team



During tourist season, the same story repeats—beaches are packed, not just with people but also empty towels “reserving” spots all morning, sometimes all day. But Pipi always has a carefree solution. Typical towels are wide and take up too much space.

That’s why we created the Pipi Towel—narrow and long, it fits where others can’t: between towels, by a wall... anywhere you want. #bolitepipiWe launched the Pipi Towel with an Instagram activation on the #bolimepipi profile. Followers sent us photos of “reserved” spots where no one was present, and in return, we sent them our towel.The results? We reached nearly 260,000 users and generated almost 450,000 impressions.

We achieved fantastic engagement, received fun photos from all over, and most importantly, distributed 60 Pipi Towels that will continue spreading the carefree spirit on crowded beaches.

— I TO NIJE SVE! creative agency team

BalCannes Gold

Telecommunications

Project
The most important influencers

Agency
Leo Burnett Belgrade

Advertiser
A1 Serbia

Country
Serbia



A1's back-to-school campaign took a unique and timely approach by shifting focus from students and parents to educators – teachers and professors. Recognizing the undervalued role of educators in society, the campaign highlighted the challenges they face, including low salaries, disrespect, and even verbal and physical violence from students and parents.

The core idea reframed educators as “the most important influencers,” individuals who may not have millions of followers or lavish lifestyles but who have a direct and meaningful impact on children and the world. More than just raising awareness, the campaign offered a concrete benefit: unlimited internet on all plans for a year, showing genuine support for those shaping future generations.

Real educators were featured as the faces of the campaign, proudly sharing their stories and receiving recognition in their local communities. The campaign resonated widely, sparking discussions and standing out as a impactful initiative.

— Leo Burnett Belgrade team



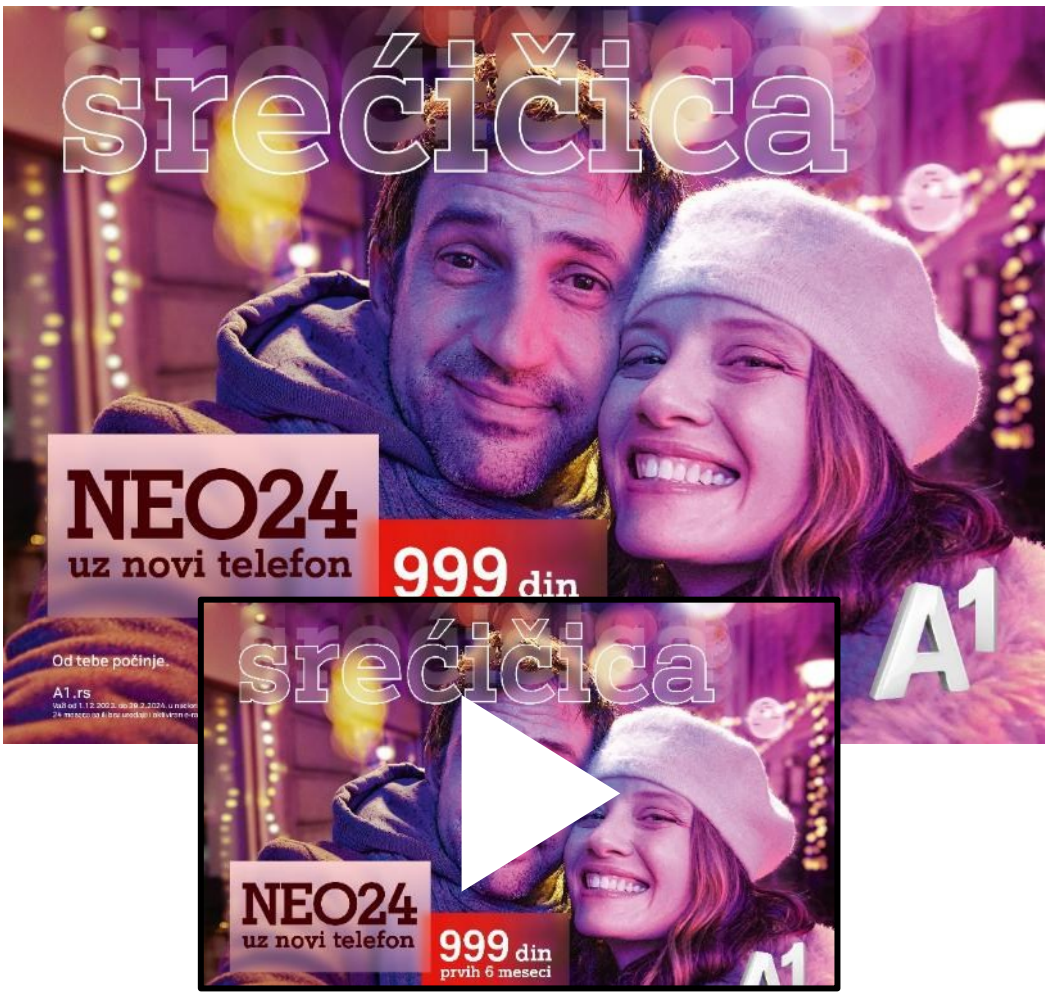
BalCannes Silver Telecommunications

Project
Srećićica

Agency
Leo Burnett Belgrade

Advertiser
A1 Serbia

Country
Serbia



At the end of a challenging year, A1 created a New Year campaign to promote their NEO24 tariff. Spanning both pre and post-holiday periods, the campaign incorporated classic festive elements while addressing the importance of finding small moments of happiness during uncertain socio-economic times. This sentiment aligned perfectly with the tangible benefit of 6 months of free subscription with NEO24.

The campaign’s heart was Srećićica, a playful double diminutive of “happiness” that evoked warmth and joy. This catchy term, paired with a reimagined version of the 80s hit Felicita and the star power of Goran Bogdan, gave the campaign an irresistible charm. Split into two phases, the first spot depicted a festive love story filled with “Srećićica” moments, while the second transitioned to a cozy, intimate winter setting.

The campaign was rolled out across TV, outdoor, digital, and radio channels, delivering a joyful and meaningful message.

— Leo Burnett Belgrade team

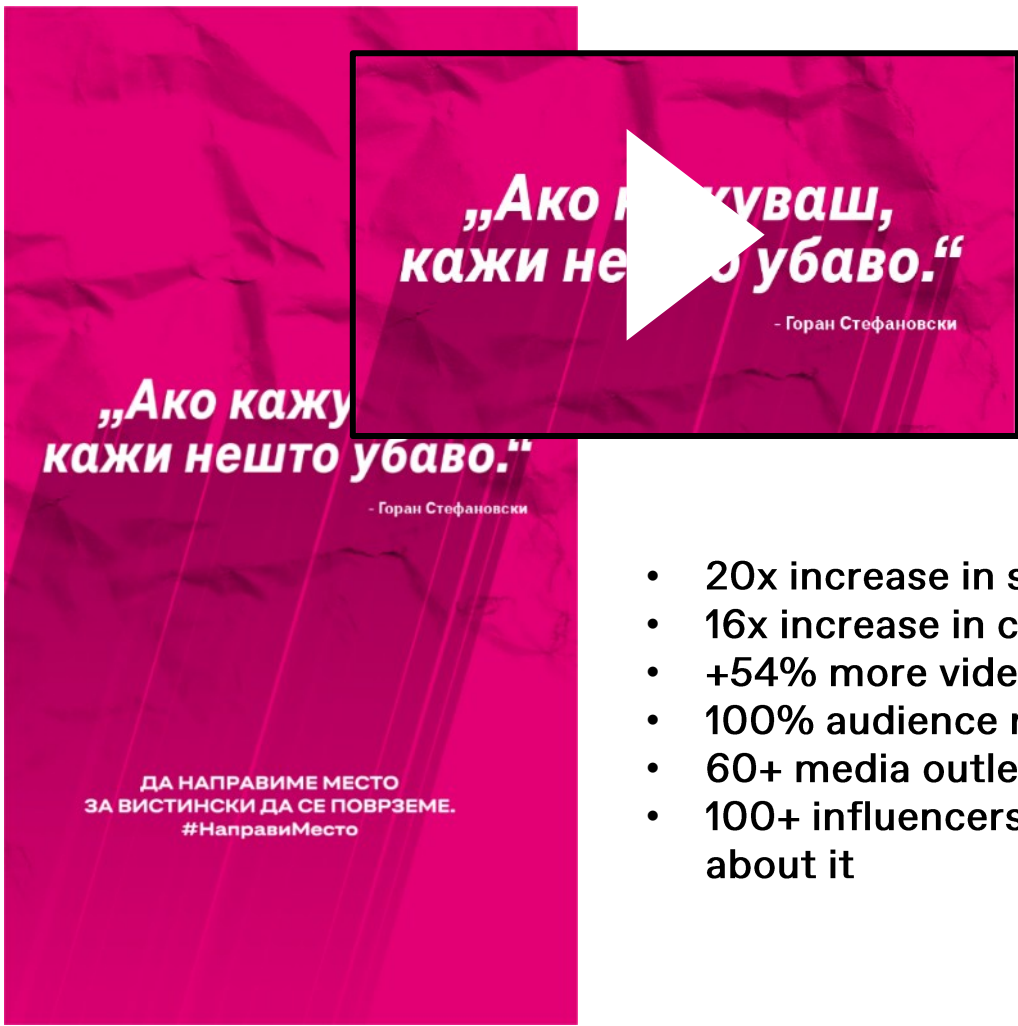
BalCannes Bronze Telecommunications

Project
Let's Open Up #OpenUp |
#НаправиМесто

Agency
Saatchi & Saatchi Skopje

Advertiser
Makedonski Telekom

Country
North Macedonia



Telekom is the #1 Telco brand in the country. As a brand with higher purpose, we believe that we can inspire real connection, not just connectivity. To foster mutual understanding, empathy and openness as the only way forward. To address this, we found the right person.

Goran Stefanovski, a Macedonian writer, whose life work is centered around societal, generational and political tensions. We decided to use our network to spread his mission and address the nation. We went through thousands of pages of his work. From this we excerpt the most powerful and influential words, that helped us to craft a new message for connection.

- 20x increase in shares
- 16x increase in comments
- +54% more video views
- 100% audience reach
- 60+ media outlets
- 100+ influencers talking about it
- 125 % brand fit TA+4% increased brand performance
- +25% brand i would pay more
- +26% eye to eye
- +24% increased brand affinity over competition
- 1,5 million video views from 2 million population
- 2 minutes video view duration which is 85% view completion rate

— Saatchi & Saatchi Skopje team

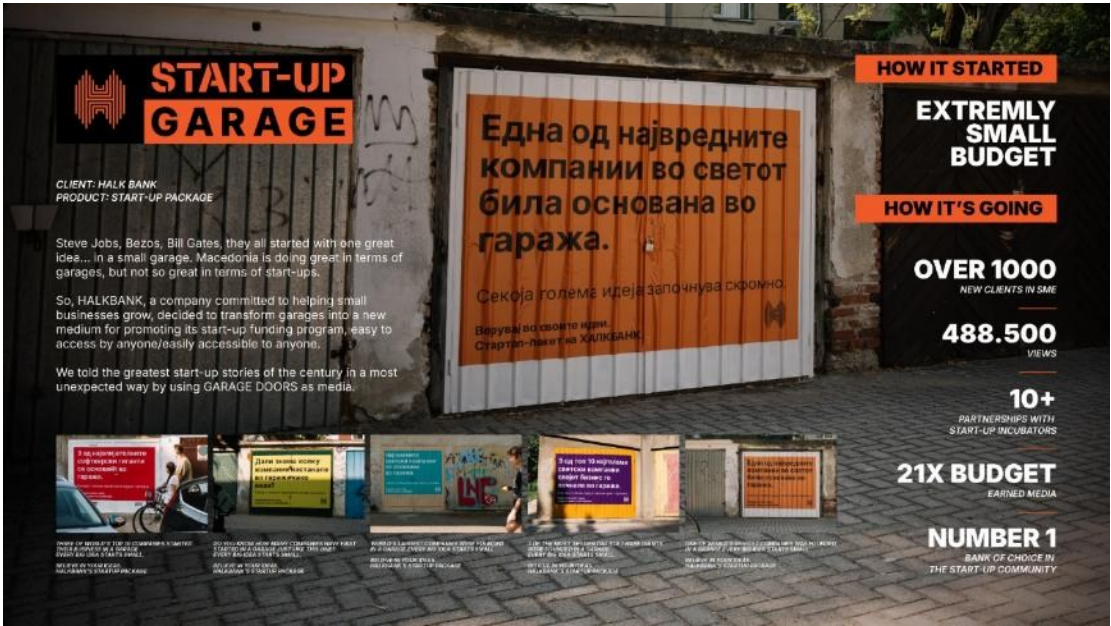
BalCannes Gold

Finance and Insurance

Project
Startup Garage
Agency
McCann Skopje

Advertiser
Halkbank Skopje

Country
North Macedonia



At the heart of every great design lies the ability to turn the ordinary into extraordinary. For Halkbank’s Startup Package, we transformed garage doors—simple, overlooked surfaces—into impactful storytelling mediums. And the design was a big part of it!

We took a subtle approach to the design process, respecting the context and allowing it to speak for itself, because the medium (the garage doors) was an integral part of the story. With a refined, minimalist approach, avoiding unnecessary complexity in the visualization, we allowed the garage to shine without distraction. It was all about simplicity and effectiveness, nothing more, nothing less. After all, a good design isn’t always about making a bold statement, it’s about knowing when to step back.

Over 1000 new Clients in SME
488.500 views
10+ partnerships with Start-up incubators
Earned media – 21x budget
Number 1 bank of choice in the Start-up Community

— McCann Skopje team



BalCannes Silver

Finance and Insurance

Project
Prispevaj kretnjo | Understanding the world around you

Agency
Povem

Advertiser
Mastercard

Strategic partners
Zveza društev gluhih in naglušnih Slovenije, Inštitut za raziskovanje trga in medijev Mediana, CNJ digital agency

Country
Slovenia



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During the holiday season, several companies joined the effort and in just three months (with the campaign ongoing) 1,500 new signs have been added to the sign language dictionary, increasing vocabulary by nearly 7%. Courses and further integration of these signs into daily life are underway, enhancing accessibility and communication for the Deaf community.

— Povem team

BalCannes Bronze

Finance and Insurance

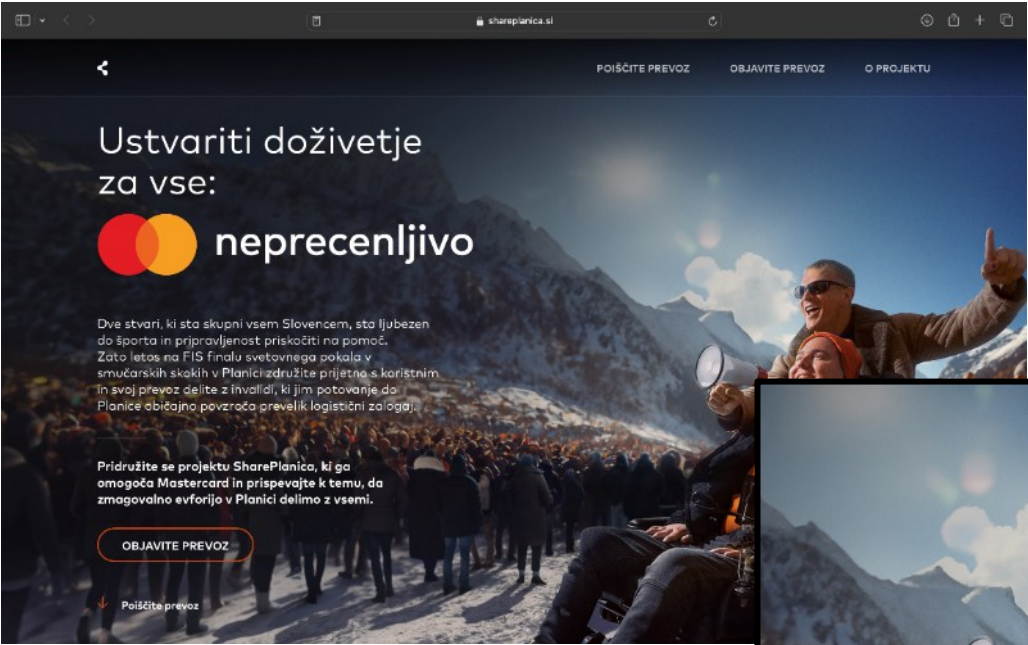
Project
Un|Accessible slopes

Agency
McCann Ljubljana

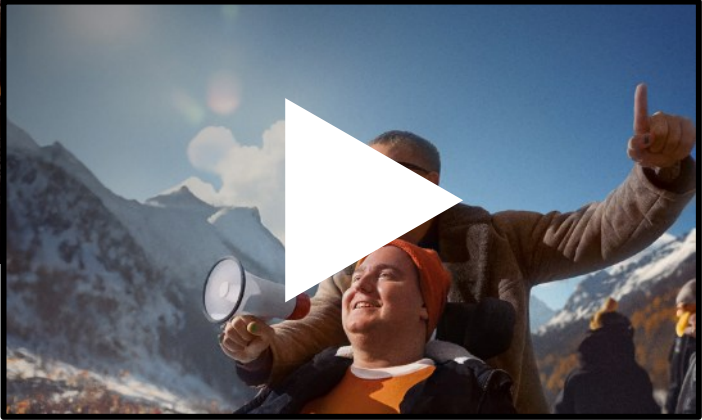
Advertiser
Mastercard

Strategic partners
Povem, Specto, Media Publikum, Planica

Country
Slovenia



In Slovenia, 170,000 people live with disabilities, which represents a significant 8.5% of the entire population. And for many of them, events like ski jumping in Planica are challenging to attend in person. With our project that included a transportation platform SharePlanica.si, enlarged zone for people with disabilities at the event - we encouraged people to offer rides for individuals with disabilities and to socialise at the event venue.



Project had great impact on the brand values (measured before and after the event), also this year we had 5 times more people with disabilities at the event and more than 250 disabled people were brought to Planica by people whom they didn't know!

— McCann Ljubljana team

BalCannes Silver Retail

Project
#godinazanama

Agency
Studio Nexus

Advertiser
Mercator-S

Country
Serbia



In the course of 2023, Super card recorded more than one billion different CRM data. However, instead of letting the statistics remain only a source of business improvements, the company Mercator-S decided to do something unusual and share those "sweet truths" with its customers.

That's how #godinazanama was born, a campaign that created a public recapitulation of the calendar year. Sorting hundreds of data according to the largest cities, stores, dates or foods, we created more than 60 different visuals that we placed all over Serbia through digital, OOH, POS channels and through the website. People thus discovered witty insights about themselves, local trends and cultural specificities.

In a few weeks, #godinazanama achieved a reach of almost 15 million, and the site more than 85.7 thousand visits (with an engagement rate of 84%). More importantly, the campaign showed our unique national nature, but also the desire of a large retail system to see its customers not as numbers, but as people full of unique spirit.

— Studio Nexus team



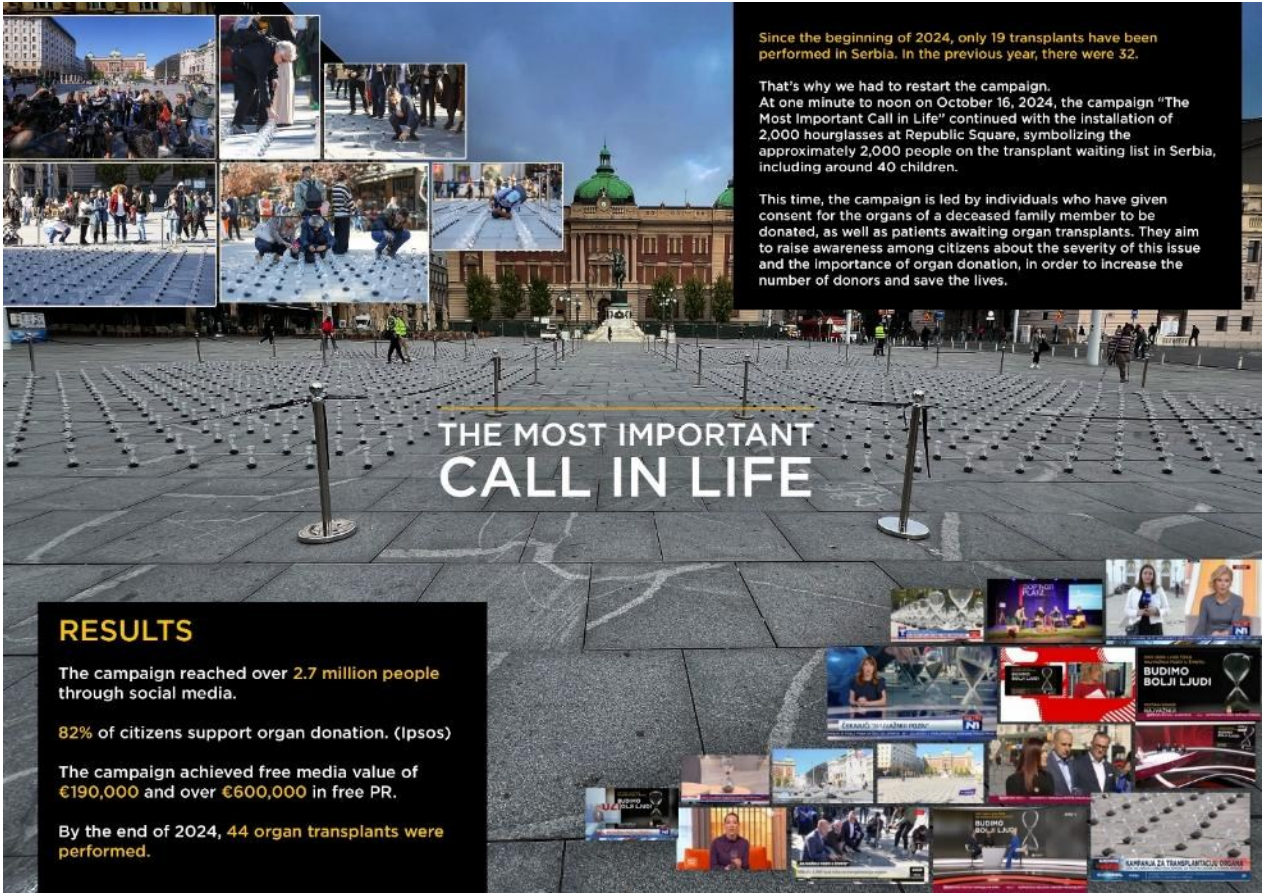
BalCannes Gold Health and Pharmacy

Projec
Najvažniji poziv u
životu 2024.

Agency
Jazavac i Utorak

Advertise
Hemofarm fondacija

Country
Serbia



Since the beginning of 2024, only 19 transplants have been performed in Serbia. In the previous year, there were 32.

This time, the campaign is led by individuals who have given consent for the organs of a deceased family member to be donated, as well as patients awaiting organ transplants. They aim to raise awareness among citizens about the severity of this issue and the importance of organ donation, in order to increase the number of donors and save the lives of approximately 2,000 people, including around 40 children, who are waiting for a transplant.

At one minute to noon on October 16, 2024, the campaign “The Most Important Call in Life” continued with the installation of 2,000 hourglasses at Republic Square, symbolizing the approximately 2,000 people on the transplant waiting list in Serbia.

The campaign reached over 2.7 million people through social media. 82% of citizens support organ donation. The campaign achieved free media value of €190,000 and over €600,000 in free PR. By the end of 2024, 44 organ transplants were performed..

— Jazavac i Utorak team



BalCannes Silver Health and Pharmacy

Project
Control Yourself

Agency
Ovation Belgrade

Advertiser
Superbrke

Strategic partners
Movember Banja
Luka - Superbrke,
Alma Quattro

Country
Serbia



Testicular cancer is the most common cancer among young men.

In partnership with Movember Banjaluka (B&H) and renowned Belgrade photographer Vladimir Milivojević Boogie, we launched the teaser visual with BW photos of blurred men, showing a bit strange hand pointing middle finger, citing only one phrase – Control yourself.

Ten days later, it was all clear. “Control yourself, don’t avoid your testicular examination”, with haunting statistic, explained what was the teaser visuals real meaning. As a call for responsibility and encouragement for men dealing with testicular cancer, campaign was further distributed on local and regional TV, print, digital and OOH media.

Results: Organic reach on 3 Instagram posts: 500.000+
Earned media reach: 1.200.000+
Earned media value: 120.000€
4% increase in first urological examination in state hospitals in NOV-DEC 2023, comparing to the same period 2022.

— Ovation Belgrade team

BalCannes Silver Household

Project
MAPEI - PRILIKA ZA
ODLIJEPITI'

Agency
Imago Ogilvy

Advertiser
Mapei Croatia

Advertiser
HEARTH

Country
Croatia

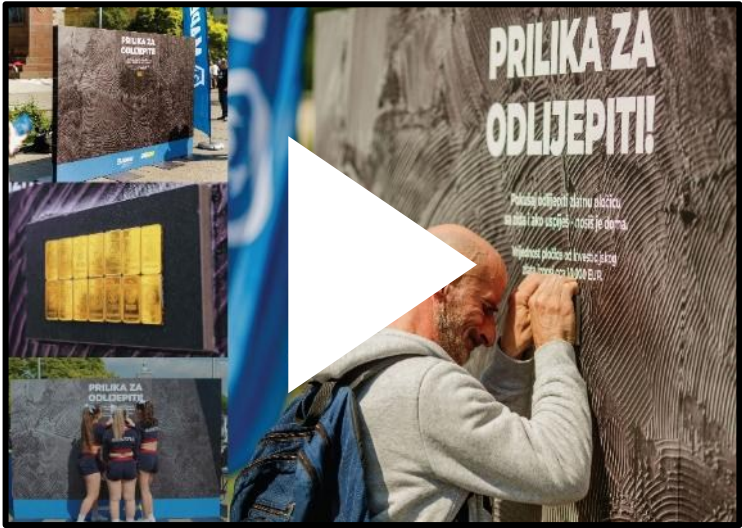


Keraflex Maxi adhesive is not only the strongest in the Mapei brand range but also the most powerful ceramic adhesive on the market. To creatively showcase its incredible strength, bonding quality, and specialization for outdoor conditions, we created a simple yet impactful outdoor activation called 'A Chance to Unstick.'

'We glued a gold plaque worth 10,000 EUR with Keraflex Maxi adhesive onto a promotional Mapei board and invited everyone to try to pry it off. If they succeeded, they could keep the gold.'

Passersby in ten cities across Croatia couldn't walk away from the activation—at least not before giving it a try. We engaged over 5,000 people who gave their all to overpower the Mapei Keraflex Maxi adhesive, but the unanimous conclusion of everyone who tried was: "No chance."

— Imago Ogilvy team



BalCannes Silver Tourism, Culture and Leisure

Project
Booktiga - „Prihvati
poziv”

Agency
Studio Sonda

Advertiser
Gradska knjižnica Poreč

Country
Croatia

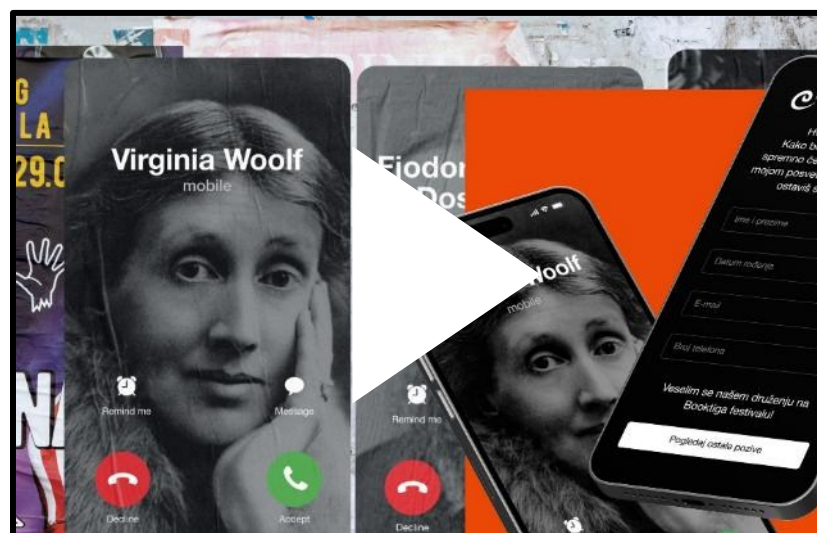


For the 17th BOOKtiga Festival of Used Books, communication materials were designed that 'brought to life' iconic writers such as V. Woolf, Kafka, Dostoevsky, J. Austen, and I. B. Mažuranić.

The printed materials contained a QR code, which when scanned, represented an authentic invitation from the writer to the Festival, featuring AI-generated voices of the authors, and messages related to their works. The QR code also directed users to a website where they could provide their details to receive a book with a dedication from the author, available at the festival.

Along with additional digital promotion, the campaign achieved great results with 3,139 website visits, 3,316 conversations that were listened to, and 202 requests for personalized books. 70,000 users liked, shared, and repeatedly listened to/watched the authors' 'invitations' and the invitation to Booktiga. Impressive for a small, local festival, isn't it?

— Studio Sonda team



BalCannes Gold

Corporate Communications

Project
**INA BOLJE STATI
NEGO ZASPATI**

Agency
Imago Ogilvy

Advertiser
INA

Country
Croatia



Fatigue is one of the most common causes of traffic accidents. With over 400 rest areas across Croatia, INA is the ideal place to take a break during your journey. That's why we launched a socially responsible campaign — Bolje stati nego zaspati.

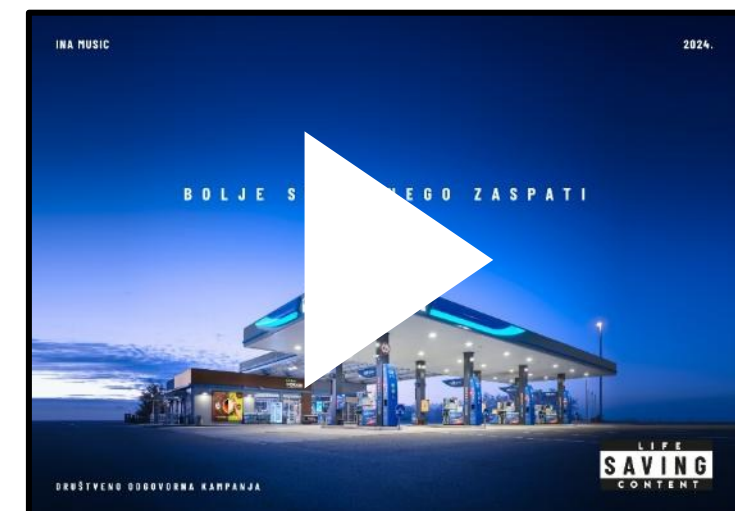
To help drivers stay alert, many of them listen to music. So, with the help of AI, we created dozens of songs in various genres, all carrying messages about the dangers of fatigue.

We aired the songs on radio stations throughout the country, with each station receiving songs tailored to its musical style. The lyrics were adapted to reflect the surrounding landscape, the specific route, and the time of day. On streaming platforms, we targeted highway drivers with genre-specific tracks featuring lyrics relevant to their location.

Near key rest areas, we targeted drivers with songs that mentioned those very stops. On social media, we focused our messaging on passengers.

The campaign reached drivers over 9 million times, and the songs gathered 500,000 views on YouTube. If you traveled this winter, chances are you heard the message — Bolje stati nego zaspati.

— Imago Ogilvy team



BalCannes Silver

Corporate Communications

Project
Prispevaj kretnjo | Understanding the world around you
Agency
Povem

Advertiser
Mastercard

Strategic partners
Zveza društev gluhih in naglušnih Slovenije, Inštitut za raziskovanje trga in medijev Mediana, CNJ digital agency

Country
Slovenia



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— Povem team

BalCannes Bronze

Corporate Communications

Project
Raise your voice against bullying

Agency
New Moment Skopje
Advertiser
Makpetrol

Country
North Macedonia

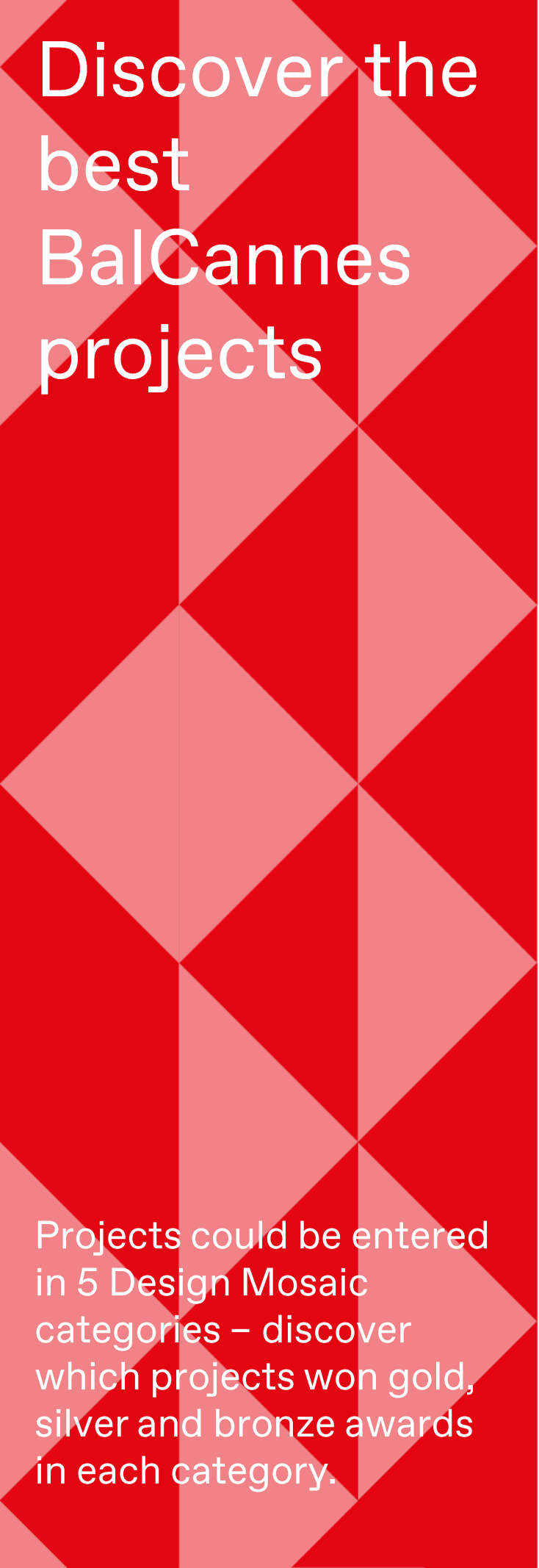


Bullying is a significant problem in Macedonia, affecting many children across the country. The most troubling aspect is the silence surrounding it—people are often reluctant to discuss their experiences. While many individuals were willing to share their stories anonymously on our website, few were ready to speak on camera. The fear, shame, and stigma were barriers too daunting for many to overcome.

To address this, we used AI-based tools to give voice to those who were afraid to share their stories. These tools allowed us to bring the anonymously shared experiences to life. In the first week of the campaign, numerous stories were produced and shared on social media.

The results were remarkable. Everyday people began to speak out, and soon celebrities and influencers joined in. We have gotten the attention of the institutions and almost every municipality joined our cause and started educational workshops in each school.

— New Moment Skopje team



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BalCannes
projects

Projects could be entered
in 5 Design Mosaic
categories – discover
which projects won gold,
silver and bronze awards
in each category.

Design Mosaic

- | | |
|----|-------------------------------------|
| 01 | <u>Branding</u> |
| 02 | <u>Rebranding</u> |
| 03 | <u>Advertising Design</u> |
| 04 | <u>High-Volume Packaging Design</u> |
| 05 | <u>Low-Volume Packaging Design</u> |

BalCannes Gold Branding

Project
Halk EZ Branding

Agency
Effectiva agency

Advertiser
Halkbank Skopje

Country
North Macedonia



In response to the dynamic needs of young people, Halkbank AD Skopje introduced the Halk EZ (Halk Easy) banking package as a fast, easy, and innovative banking experience. More than just a financial service, the package offers a platform for education, entertainment, socializing, and networking.

For the branding, we sought a story that would resonate with youth and found inspiration in the Lotus Fountain, a symbol of the city since 1971. Originally an innovative technical and visual solution, the fountain has become a symbol of togetherness, solidarity, and socializing for generations of young people.

The visual identity of Halk EZ reflects the fountain's meaning, incorporating geometric shapes that mirror its structure, stylized to evoke modernity. Free-spirited, creative, and bold, the design captures the essence of today's youth, making it more than just a banking package – it's a cultural symbol in its own right.

— Effectiva agency team



BalCannes Silver Branding

Project
The Space Sheep –
Close Encounters of the
Pag Kind

Agency
Bruketa&Žinić&Grey

Advertiser
Novalja Tourist Board

Country
Croatia



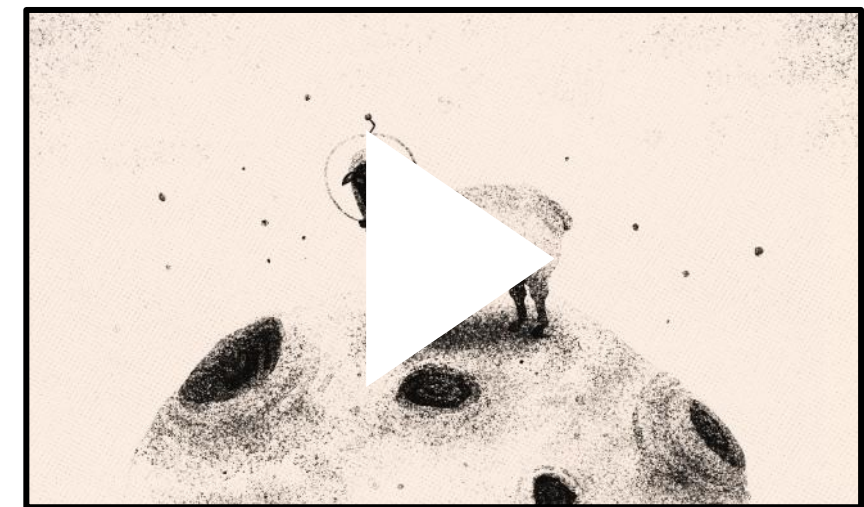
The branding project MarsOvca (The Space Sheep) was developed for the Tourist Board of Novalja. The primary goal was to promote and preserve the indigenous Paška ovca (Pag sheep) by encouraging its breeding and integrating it into Novalja's gastronomic scene.

The event foster collaboration between the tourist board and local restaurateurs, highlighting traditional and forgotten dishes made from Pag sheep products, available exclusively during the pre-season when lamb, cheese, and whey are at their peak quality.

By showcasing these unique offerings in the spring, MarsOvca enriches Novalja's appeal for discerning travelers seeking authentic experiences, contributing to the development of sustainable year-round tourism.

The name MarsOvca (The Space Sheep) reflects the sheep's natural habitat—Pag's rocky, Mars-like landscape—and ties into the popular Life on Mars Trail. The visual identity features an illustrated sheep wearing a space helmet, symbolizing the species' resilience in harsh conditions.

— Bruketa&Žinić&Grey team



BalCannes Gold

Rebranding

Projec
NAPOLITANKE UŽIVAJ
IZMEĐU REDOVA

Agency
Imago Ogilvy

Advertiser
Kraš

Country
Croatia



Kraš Napolitanke are a cross-generational classic, with their packaging found in almost every Croatian pantry or kitchen cupboard.

We approached the redesign of this iconic product by starting with the product itself. Napolitanke are the only type of biscuit that come in rows, are stacked in rows, and are even eaten row by row.

These recognizable rows were chosen as the core visual motif, around which we built a clean, contemporary, and distinctive visual language, complemented by a pastel color palette that corresponds to the various flavors Napolitanke come in.

After our redesign, Napolitanke remain a recognizable classic—only now, hardly anyone remembers what they used to look like.

— Imago Ogilvy team



BalCannes Silver Rebranding

Project
Oraketa Rebranding

Agency
Studio Sonda

Advertiser
Radenska

Country
Croatia

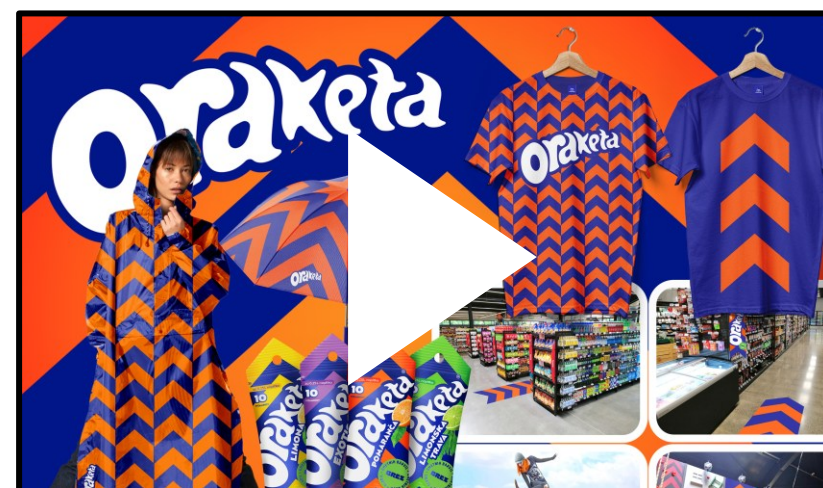


The task was to make Oraketa more visible on shelves comparing to the leading competitor, but still to be consistent regarding brand's attributes that need to communicate fun, fruit ingredients and the connection with the name Oraketa (rockett).

Additional task was to maintain the connection to “space travel” themes, but in a more subtle manner, moving away from a “childish” feel, as the product is aimed for a wider target group. The emphasis was therefore on displaying activity, energy, and movement, which is achieved by the dynamics of graphic lines and interaction of colors, while the flavours themselves are communicated through attractive illustrations of “floating” fruits.

Results (2024 Vs 2023): Retail (volume, 400g) +31%, (value 400g) +55% Horeca (volume 19g sachets) +10%, (value sachets) +8% 79% research participants rated the rebranding and new design positively. 90% research participants stated that the product is well differentiated from competitors

— Studio Sonda team



BalCannes Gold

Advertising Design

Project
Take Away

Agency
Futura DDB

Advertiser
Cubo

Country
Slovenia



Background: Task: Introduce Cubo Takeaway as a premium food delivery service while maintaining the restaurant's high-quality reputation. **Challenge:** Food delivery is often associated with convenience over quality. Cubo needed to ensure its takeaway service was perceived as a gourmet experience, not fast food.

Idea: The Cubo Takeaway ads elevated the concept of delivery with sophisticated visuals, refined typography, and premium messaging. The campaign reinforced that ordering Cubo at home meant enjoying the same excellence as dining in. Ads were strategically placed across print, outdoor, and digital media, aligning with Cubo's upscale brand identity.

Results: The campaign successfully positioned Cubo Takeaway as a luxury alternative in the food delivery space. It reshaped customer perceptions, ensuring the service was associated with high quality rather than convenience, strengthening brand loyalty and increasing takeaway orders.

— Futura DDB team



BalCannes Silver

Advertising Design

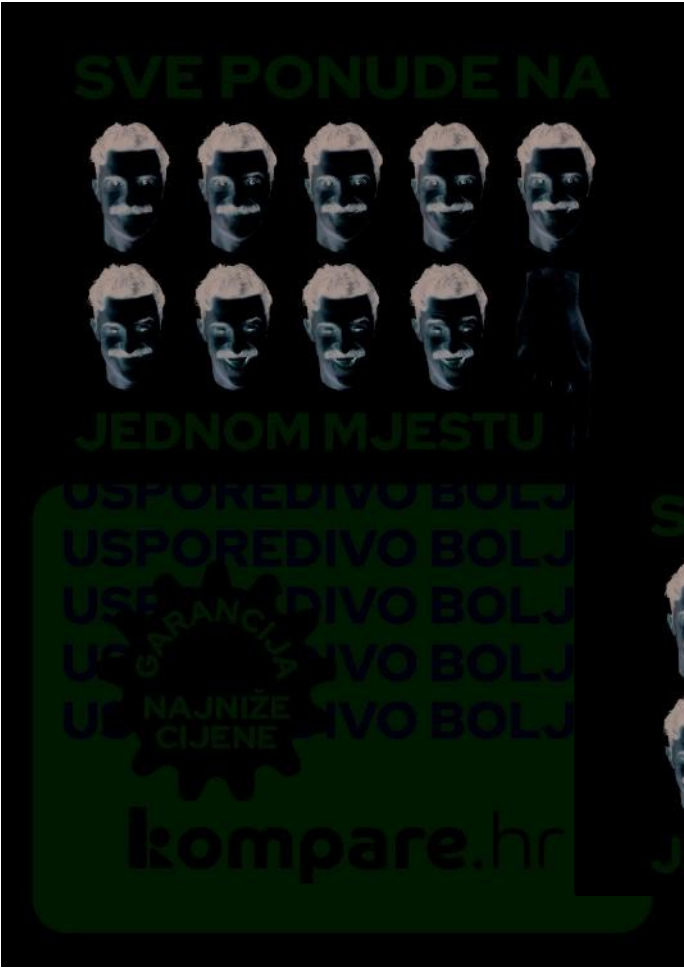
Project
Usporedivo bolji dizajn komunikacije

Agency
Imago Ogilvy

Advertiser
kompare.hr

Strategic partners
Riba ribi grize rep, Tvoj Domagoj

Country
Croatia



When creating the campaign for Kompare.hr, we started from scratch – the logo, brand colors, and the service the brand offers. Kompare provides a comparison service for insurance and telecom offers. From that idea came the slogan – “Usporedivo bolje.” To present the brand, we created a brand character dressed in the brand’s colors and gave him distinctive mustaches. Since on kompare.hr you can compare a range of offers that differ in the details, we chose a series of multiplied heads of our character as the core visual element, each differing only slightly in expression.



We also used repetition in the typography. To make sure everyone heard about Kompare, we took advantage of the happy coincidence that the brand’s name rhymes with the cult song “Volare” and turned the service into a jingle in a TV commercial. Following the campaign, awareness rose by 70%, sales increased by 41%, and Kompare.hr became synonymous with the category.

— Imago Ogilvy team

BalCannes Bronze

Advertising Design

Project
Plazma Mrvica strpljenja dizajn

Agency
McCann Beograd

Advertiser
Bambi

Strategic partners
Communis, Universal Media

Country
Serbia



The project "Mrvica Strpljenja", began with a visual concept aimed at connecting with the audience on a deeper emotional level, since the campaign was launched after the Plazma factory was severely damaged by a fire, resulting in a temporary shortage of the beloved biscuits. The idea was to inspire and communicate the importance of patience in life, even in the most challenging times.

The message was carefully crafted to acknowledge the situation, while maintaining a reassuring tone, emphasizing that Plazma biscuits would return soon. Using the authentic and warm Plazma tone of voice, we spread transparency and empathy, ensuring the public felt informed but not alarmed. The results of the campaign were overwhelmingly positive.

Consumers expressed solidarity and encouragement across social media. Even Plazma’s biggest competitors showed support, recognizing brand’s transparent and sensitive approach. All that, reinforced the brand’s position.

— McCann Beograd team

BalCannes Silver High-Volume Packaging Design

Project
Guarana Azijana Cans

Agency
Fullhouse Ogilvy

Advertiser
Knjaz Miloš

Country
Serbia



Guarana is the leading Serbian energy drink brand. It is the category creator and a synonym for the category in Serbia. Beside wide range of flavors, Guarana is not perceived as a brand with distinctive flavors.

Our task was to reinforce the flavour portfolio through witty and disruptive concepts that resonate with Gen Z while strengthening brand values such as edginess, relevance and credibility. Seeing how Eastern pop culture found its way into the global mainstream inspired the communication and the design of the can.

The Guarana Azijana can introduced a fresh identity with a nickname inspired by Asian typography and a transformed owl icon embodying a samurai's power while playing with the manga style in illustration.

Nearly 2 million cans sold in less than six months. Ranked #1 in the Flavor Energy Drink category in the third month after release. All this to say – Guarana Azijana Bash-shu-ri

— Fullhouse Ogilvy team



BalCannes Silver High- Volume Packaging Design

Project
A soup to remember

Agency
Bruketa&Žinić&Grey

Advertiser
Marodi

Country
Croatia



In Croatia, “Popevka” - Međimurje folk songs are protected by UNESCO under one condition: the status only remains if people continue singing them.

Marodi is a local pasta manufacturer and they want to contribute to the local community through a new initiative, aligning with their social responsibility and business goals.

We turned one of Marodi’s products, Alphabet soup pasta, into an intergenerational tool for passing on the songs. We made a campaign about local folk songs needing protection on a higher level, to implant love for them in young children because they will pass on the tradition further.

We created the book as a tool for intergenerational transfer of heritage, to end up in the most logical place – at the family table. The book became media itself, sparking the dialogue and enabling action that led authorities to proclaim the annual Day of Popevka and for generations at home to connect.

— Bruketa&Žinić&Grey team



BalCannes Gold

Low-Volume Packaging Design

Project
Rawino - Crafted by
terroir

Agency
Studio Sonda

Advertiser
OPG Ravnik

Country
Croatia



A completely new brand of natural wine wants to break into the competitive market. To express what makes it so special (ecological principles of production + almost forgotten ancient methods: sublunar maceration in clay amphorae – qvevri, buried in the Istrian soil), we decided to transfer part of the soil and vegetation under which the grapes matured directly on the wine bottle.

Since we could not find a printing house that would cooperate in such a process, we have decided to execute the project on our own: in the basement of Rawino, a small home printing office was installed.

Using a silk screen method, unique prints were hand-printed on each ceramic bottle, by directly placing herbs on the machine. Each bottle is printed at home using the paint mixed with the soil from its original location. Results: Sold-out in 2024|Fully reserved for 2025|Great media coverage

— Studio Sonda team





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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
BUDI HRABAR,
BUDI ZDRAV

Agency
BBDO Zagreb

Advertiser
Zagrebačka pivovara

Country
Croatia



Prostate cancer is curable in 98% of cases when detected early (source: Johns Hopkins Medicine). Yet, men often neglect their health. From Žuja's previous campaign for early testicular cancer detection, we learned that men respond much better to serious topics when they are presented in a relaxed and humorous way.

But the hardest part was getting the balance right. Walking a delicate line between support and provocation, serious and playful, we knew the work needed to look more like a bold pamphlet with a twist at the end, rather than a typical ad. That's why we created an original song (made by BBDO Zagreb), which our well-known actors would actually sing.

During execution, a particular challenge was teaching our lead actors to sing a demanding melody in a short time frame. Fortunately, we succeeded, thanks in part to the involvement of the renowned Croatian opera singer Martina Tomčić (pun intended!).

— BBDO Zagreb team



BalCannes Silver Community Care

Project
The most important influencers

Agency
Leo Burnett Belgrade

Advertiser
A1 Serbia

Country
Serbia



A1’s back-to-school campaign took a unique and timely approach by shifting focus from students and parents to educators – teachers and professors. Recognizing the undervalued role of educators in society, the campaign highlighted the challenges they face, including low salaries, disrespect, and even verbal and physical violence from students and parents. The core idea reframed educators as “the most important influencers,” individuals who may not have millions of followers or lavish lifestyles but who have a direct and meaningful impact on children and the world.



More than just raising awareness, the campaign offered a concrete benefit: unlimited internet on all plans for a year, showing genuine support for those shaping future generations. Real educators were featured as the faces of the campaign, proudly sharing their stories and receiving recognition in their local communities. The campaign resonated widely, sparking discussions and standing out as a impactful initiative.

—Leo Burnett Belgrade team

BalCannes Bronze Community Care

Project
Prispevaj kretnjo | Understanding the world around you

Agency
Povem

Advertiser
Mastercard

Strategic partners
Communis, Universal Media

Country
Serbia

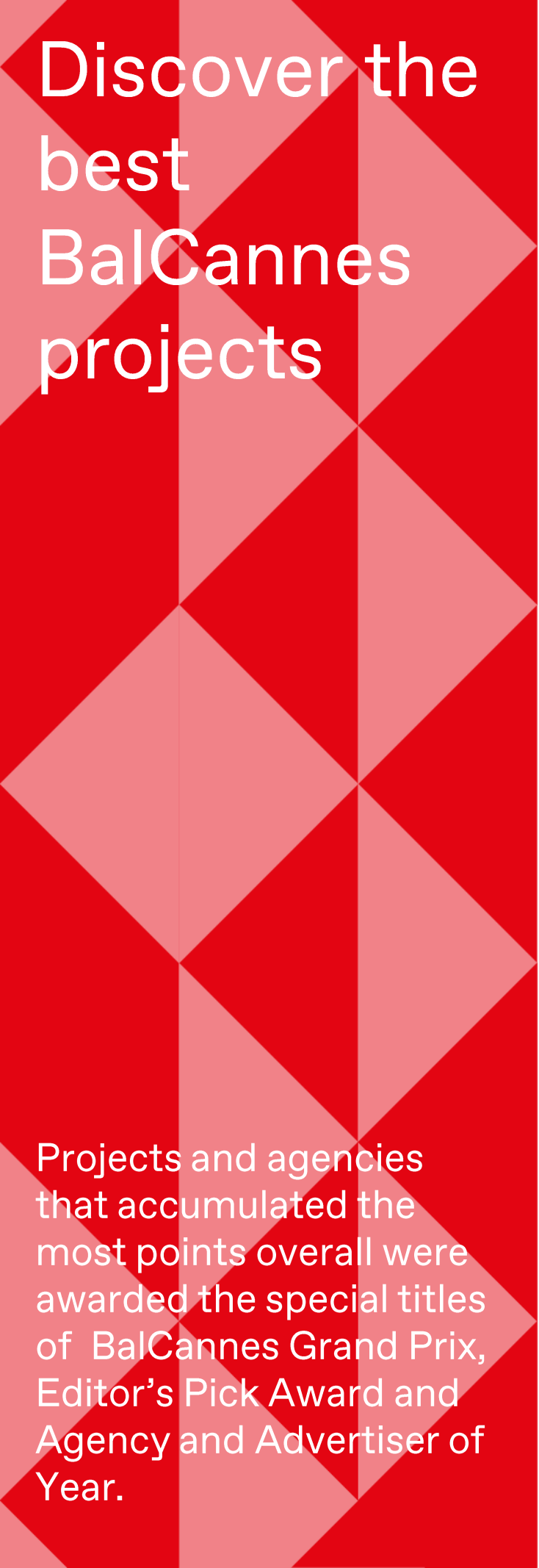


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— Povem team



Discover the
best
BalCannes
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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
BUDI HRABAR, BUDI
ZDRAV

Agency
BBDO Zagreb

Advertiser
Zagrebačka pivovara

Category
Alcoholic Beverages

Country
Croatia



We hadn't won at BalCannes before, so this year's Grand Prix means a lot to us. Our idea for Ožujsko's campaign Budi hrabar, budi zdrav is rooted in the typical Western Balkan sense of sarcasm and humor, which is why it was so important — both to us and the Ožujsko team — that it be recognized beyond Croatia.

Not just for the promotion of the brand, but also because it helps encourage more people to go for preventive checkups.

Honestly, we didn't expect to win the Grand Prix, so we were so happy that the hotel bars at Lone had to work overtime that night.

- BBDO Zagreb team



BalCannes Advertiser of the Year

Editor's Pick Award

A soup to remember | Food

Gold

A soup to remember | Food

Silver

A soup to remember | Low-
Volume Packaging Design



We come from Međimurje as a producer that has preserved family values and a close connection with the local community, which is why recognitions like this—especially in competition with major market players—hold exceptional value for us.

We are grateful that a project with a higher purpose, the preservation of cultural heritage, has been recognized.

It gives us additional motivation to continue connecting tradition and community through our work.

– Antun Marodi, direktor marketinga, Marodi



BalCannes Agency of the Year

Bruketa&Žinić&Grey

Editor's Pick Award

A soup to remember | Food
Gold

A soup to remember | Food

Silver

The Space Sheep – Close
Encounters of the Pag Kind |
Branding

A soup to remember | Low-
Volume Packaging Design (<
10.000 komada)

Finalist

Vegeta BIO - Everything tastes better with
Vegeta | Food | Low-Volume Packaging
Design (< 10.000 komada)

Everything tastes better with Vegeta | Food
Connecting Family platform |

Telecommunications

When Croatia plays, we are all together |

Telecommunications

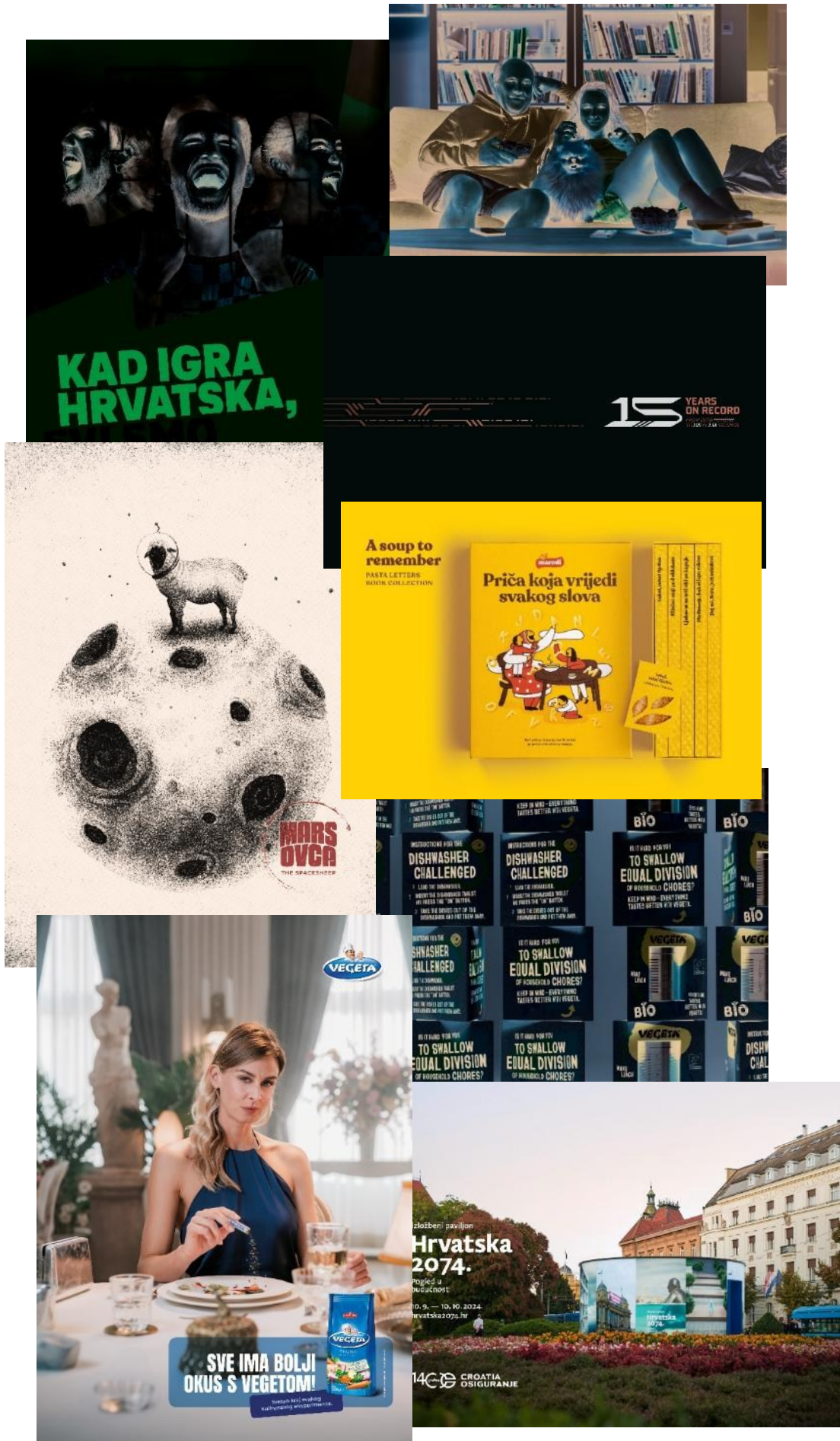
Croatia 2024 - A Glimpse into the Future |

Finance and Insurance

Rimac automobili - 15 year anniversary |

Automotive

A soup to remember | Community Care



The title of the best agency in the region is not only a recognition for us, but also for our clients and partners. Through our joint synergy, we have created outstanding projects that truly make a difference.

This is also a success of our entire team – people who are passionate about what they do and who often go beyond the limits of what seems possible to bring these remarkable projects to life.

The past year was a mosaic of challenges and achievements, and this award is a symbol of that journey. It shows that perseverance pays off and that an agency year is made up of many small sprints that form this marathon.

– Nikola Žinić, glavni kreativni direktor i suosnivač, Bruketa&Žinić&Grey



BalCannes Editor's Pick Award

Project
A soup to remember

Agency
Bruketa&Žinić&Grey

Advertiser
Marodi

Strategic partners
Komunikacijski Laboratorij,
Cerovski Print Boutique

Country
Croatia



Priča koja vrijedi svakog slova is not one of those projects from which we expected significant financial results, but the meaning behind it goes far beyond numbers.

We are proud to have contributed to the preservation of heritage and to have reminded everyone of the importance of investing in values that endure.

This recognition adds extra weight to every word and every letter woven into this story.

— Karla Jurič, account managerica agencije Bruketa&Žinić&Grey





Meet the people behind BalCannes

01

Meet the Organising Committee

02

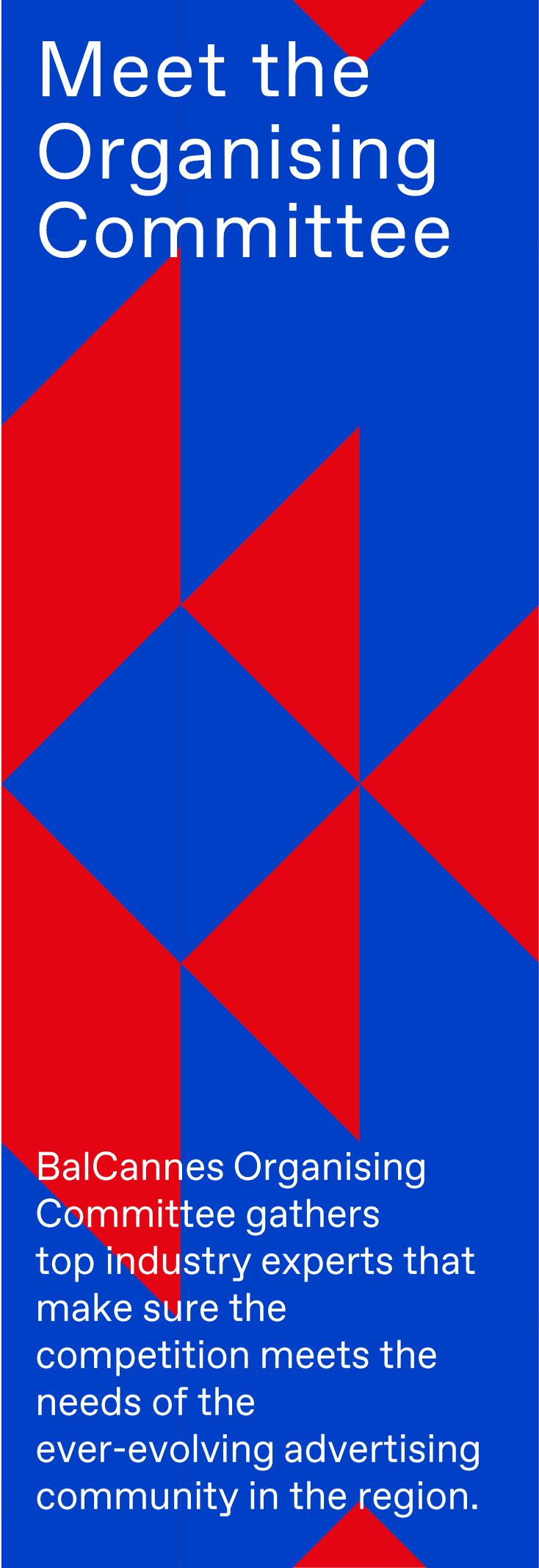
Meet the Advertisers Jury

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

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?



Amra Babić (BBI Bank, Bosnia and Herzegovina)



Branka Bajt (Hrvatski Telekom, Croatia)



Jovan Bugarčić (AD IMLEK, Serbia)



Hrvoje Filipčić (Perutnina Ptuj, Slovenia)



Ivana Fočić (Radenska Adriatic, Croatia)



Manja Gradišek (NLB, Slovenia)



Irena Knežević (Hemofarm Banja Luka, Bosnia and Herzegovina)



Marina Knežević (Kraš, Croatia)



Mia Lasić (Addiko Bank, Croatia)



Nađa Lutvikadić Fočo (BH Telecom, Bosnia and Herzegovina)

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?



Miodrag Marinković (Frikom, Serbia)



Maja Naumovska Saveska (HALKBANK AD Skopje, North Macedonia)



Jelena Pavićević (Apatinska pivara, Serbia)



Aleš Petejan (Mastercard, Slovenia)



Elena Dimovska (A1 Makedonija, North Macedonia)



Nataša Šarčević (Atlantic Grupa, Serbia)



Anita Srac (Lidl Slovenija, Slovenia)



Ljubica Stojić (Violeta, Bosnia and Herzegovina)



Katerina Teovska (Pivara Skopje, North Macedonia)

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.



Darko Bosnar (Imago Ogilvy, Croatia)



Elena Bozhinova (IDEA Plus 360 Communications, North Macedonia)



Bojan Dodevski (McCann Skopje, North Macedonia)



Matjaž Germ (Agencija 101, Slovenia)



Veljko Golubović (New Moment, Serbia)



Bojan Hadžihalilović (Fabrika, Bosnia and Herzegovina)



Brankica Janković (Aquarius, Bosnia and Herzegovina)



Đorđe Janković (Friday Finally, Serbia)



Elma Kadrić (Via Media, Bosnia and Herzegovina)



Nermin Nino Kasupović (Effect Agency, Bosnia and Herzegovina)

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.



Petra Krulc (Futura DDB, Slovenia)



Tine Lugarič (Trampolin studio, Slovenia)



Predrag Nikolovski (AdValue, North Macedonia)



Sara Prenc (Studio Tumpić|Prenc, Croatia)



Anja Radulović (Leo Burnett Belgrade, Serbia)



Klemen Šefer (Pristop, Slovenia)



Dejan Spirkoski (Saatchi&Saatchi, North Macedonia)



Gordan Turković (CTA komunikacije, Croatia)



Žarko Veljković (Jazavac i Utorak, Serbia)



Siniša Waldinger (Bruketa&Žinić&Grey, Croatia)

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 – BalCannes 2025 marks a record number of entries, over 200 projects were competing to win gold, silver and bronze medals in 22 categories. So if you are one of the lucky winners or even a finalist, you should be truly proud of yourself.

The fact that almost a quarter of all projects were entered in the Social Responsibility category indicates the regions awareness of the importance of communicating ethical messages and their important role in driving positive change. This goes to prove that the world isn't grey, on the contrary – BalCannes shows that it can be quite colourful!

This is just the beginning of a new chapter for BalCanenes, 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

