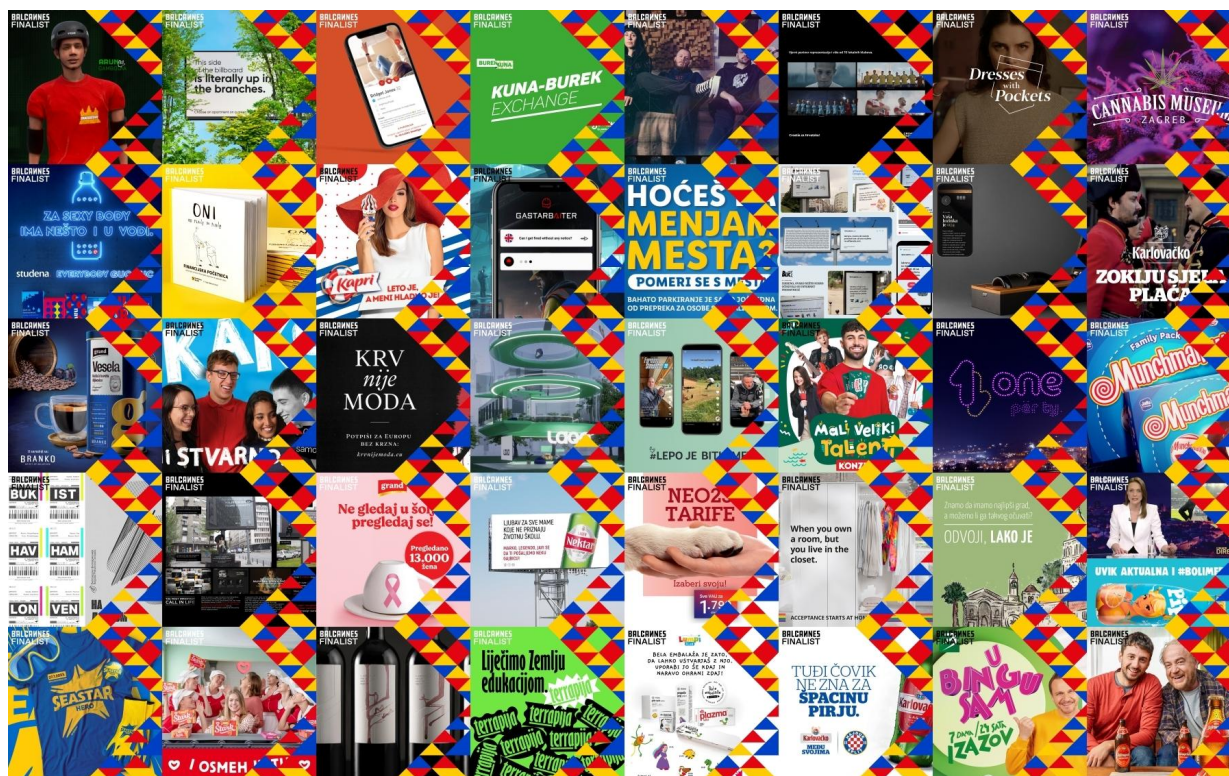




[rebuild.lidermedia.hr](https://rebuild.lidermedia.hr)



## Ovi projekti natječu se za nagrade kreativnoga natjecanja **BalCannes!**

Na Facebooku su se tijekom mjesec dana abecednim redom objavljivali finalisti BalCannesa – a sada popis možete pogledati u cijelosti. Samo najboljima među njima bit će dodijeljene statue na [Danima komunikacija!](#)

Stručni žiriji BalCannesa među sjajnim projektima pet zemalja – Bosne i Hercegovine, Hrvatske, Sjeverne Makedonije, Slovenije i Srbije – odabrali su one koji su se posebno istaknuli svojim kreativnim postignućima i zaslužili status finalista, neki čak i u više od jedne kategorije! U nastavku pogledajte 40 projekata, poredanih abecednim redom, koji su ušli u konkurenciju za glavne nagrade. Najboljima među njima priznanja će biti dodijeljena na svečanoj dodjeli nagrada 11. 4. u 21 sat na novom izdanju [Dana komunikacija.](#)

**[BALCANNES FINALIST #1]** [Be a SeaStar Hero!](#)

ENTRANT: Studio Sonda | CLIENT: TZ Poreč | COUNTRY: **Croatia** | CATEGORY: Tourism, Culture and Leisure; Green Impact

**[BALCANNES FINALIST #2]** [B side Billboards](#)

ENTRANT: McCann Skopje | CLIENT: Halkbank AD Skopje | COUNTRY: North Macedonia | CATEGORY: Finance and Insurance

**[BALCANNES FINALIST #3]** [BOOKtiga MatchBook](#)

ENTRANT: Studio Sonda | CLIENT: Gradska Knjižnica Poreč | COUNTRY: **Croatia** | CATEGORY: Tourism, Culture and Leisure

**[BALCANNES FINALIST #4]** [Burekuna](#)



ENTRANT: Agencija 101 | CLIENT: Burek Olimpija | COUNTRY: Slovenia | CATEGORY: Food

[**BALCANNES** FINALIST #5] [Converse Our Beat](#)

ENTRANT: Ovation BBDO | CLIENT: Triple Jump/Converse Srbija | STRATEGIC PARTNER: Konstrakta | COUNTRY: Serbia | CATEGORY: Fashion and Beauty

[**BALCANNES** FINALIST #6] [Croatia za Hrvatsku](#)

ENTRANT: Bruketa&Žinic&Grey | CLIENT: **Croatia** osiguranje | STRATEGIC PARTNER: Bunker | COUNTRY: **Croatia** | CATEGORY: Corporate Communications

[**BALCANNES** FINALIST #7] [Dresses with pockets](#)

ENTRANT: McCann Skopje | CLIENT: Halkbank AD Skopje | COUNTRY: North Macedonia | CATEGORY: Finance and Insurance; Community Care

[**BALCANNES** FINALIST #8] [Erasing indoctrination for the next generation](#)

ENTRANT: Divea Studio | CLIENT: Cannabis Museum Zagreb | COUNTRY: **Croatia** | CATEGORY: Tourism, Culture and Leisure

[**BALCANNES** FINALIST #9] [EVERYBODY GUC GUC](#)

ENTRANT: Imago Ogilvy | CLIENT: Studena | STRATEGIC PARTNERS: Sestrice, DRAP, Boris Đurđević, Ascanius Media | COUNTRY: **Croatia** | CATEGORY: Non-alcoholic Beverages

[**BALCANNES** FINALIST #10] [Financijska početnica: Oni od plaće do plaće \(Kampanja financijskog opismenjavanja\)](#)

ENTRANT: Imago Ogilvy | CLIENT: Raiffeisen Bank Hrvatska | STRATEGIC PARTNER: Tisja Kljaković Braić, DRAP | COUNTRY: **Croatia** | CATEGORY: Finance and Insurance; Community Care

[**BALCANNES** FINALIST #11] [Frikom Kapri Leto je](#)

ENTRANT: Leo Burnett Belgrade | CLIENT: Frikom | COUNTRY: Serbia | CATEGORY: Food

[**BALCANNES** FINALIST #12] [GastarbAlter](#)

ENTRANT: Agencija 101 | CLIENT: Counseling office for Workers | COUNTRY: Slovenia | CATEGORY: Community Care

[**BALCANNES** FINALIST #13] [Hoćeš da menjamo mesta?](#)

ENTRANT: Red Communication | CLIENT: Lidl Srbija | COUNTRY: Serbia | CATEGORY: Community Care

[**BALCANNES** FINALIST #14] [Iskreno](#)

ENTRANT: DRV agency | CLIENT: ePlaneta | COUNTRY: Serbia | CATEGORY: Retail

[**BALCANNES** FINALIST #15] [It's Time for Your Time](#)

ENTRANT: Studio Tumpić/Prenc | CLIENT: Franc Arman Wines | STRATEGIC PARTNERS: Delta Reality, Botonega, Etikgraf, Abeceda komunikacije | COUNTRY: **Croatia** | CATEGORY: Alcoholic Beverages

[**BALCANNES** FINALIST #16] [Kad sjedne prva plaća](#)

ENTRANT: Bruketa&Žinic&Grey | CLIENT: Heineken Hrvatska | STRATEGIC PARTNER: Bunker | COUNTRY: **Croatia** | CATEGORY: Alcoholic Beverages

[**BALCANNES** FINALIST #17] [Kafa sa našim karakterom](#)

ENTRANT: PomPom Communications | CLIENT: Atlantic Grand | COUNTRY: Serbia | CATEGORY: Non-alcoholic



Beverages

[BALCANNES FINALIST #18] [Kako si, ali stvarno?](#)

ENTRANT: Ovation BBDO | CLIENT: UNICEF Srbija | COUNTRY: Serbia | CATEGORY: Community Care

[BALCANNES FINALIST #19] [Krv nije moda](#)

ENTRANT: Kontra agency | CLIENT: Prijatelji Životinja | COUNTRY: Croatia | CATEGORY: Green Impact

[BALCANNES FINALIST #20] [LAQO Insurance Museum](#)

ENTRANT: Bruketa&Žinic&Grey | CLIENT: Croatia osiguranje | STRATEGIC PARTNER: Rezolut, Weblogic, Lorenzo Cetina, 404 | COUNTRY: Croatia | CATEGORY: Finance and Insurance

[BALCANNES FINALIST #21] [Lepo je biti kmet](#)

ENTRANT: Agencija 101 | CLIENT: Ministry of Agriculture, Forestry and Food, Slovenia | COUNTRY: Slovenia | CATEGORY: Miscellaneous

[BALCANNES FINALIST #22] [Mali veliki talenti](#)

ENTRANT: ZOO agencija | CLIENT: Konzum | STRATEGIC PARTNER: Val produkcija | COUNTRY: Croatia | CATEGORY: Retail, Community Care

[BALCANNES FINALIST #23] [Manifesto in the sky](#)

ENTRANT: Creative Disorder Studio | CLIENT: One Albania | STRATEGIC PARTNER: Gogel Publicis/Tirana | COUNTRY: Serbia | CATEGORY: Telecommunications

[BALCANNES FINALIST #24] [Među svojima nikad nisi tuđi čovik](#)

ENTRANT: Bruketa&Žinic&Grey | CLIENT: Heineken Hrvatska | COUNTRY: Croatia | CATEGORY: Alcoholic Beverages

[BALCANNES FINALIST #25] [Munchmallow - Sav od igre](#)

ENTRANT: Žiška | CLIENT: Jaffa Crvenka | STRATEGIC PARTNERS: Level4, Media House, Dreamdust, Smurfit Kappa | COUNTRY: Serbia | CATEGORY: Food

[BALCANNES FINALIST #26] [Na dobrom putu](#)

ENTRANT: McCann Beograd | CLIENT: Beogradska filharmonija/Belgrade Philharmonic Orchestra | COUNTRY: Serbia | CATEGORY: Tourism, Culture and Leisure

[BALCANNES FINALIST #27] [Najvažniji poziv u životu](#)

ENTRANT: Jazvac i Utorak doo Beograd | CLIENT: Hemofarm Fondacija | COUNTRY: Serbia | CATEGORY: Health and Pharmacy, Community Care

[BALCANNES FINALIST #28] [Ne gledaj u šolju, pregledaj se \(Hajde da imamo vremena za pregled\)](#)

ENTRANT: LUNA TBWA Belgrade | CLIENT: Grand Kafa | STRATEGIC PARTNERS: Pro Media Group, Žiška, Executive Group | COUNTRY: Serbia | CATEGORY: Community Care

[BALCANNES FINALIST #29] [Nektar beer - Nektar mum](#)

ENTRANT: Pioniri Communications | CLIENT: Banjalučka pivara | COUNTRY: Serbia | CATEGORY: Alcoholic Beverages

[BALCANNES FINALIST #30] [NEO23 VAU platform](#)



ENTRANT: Leo Burnett Belgrade | CLIENT: A1 Srbija | COUNTRY: Serbia | CATEGORY: Telecommunications

[**BALCANNES** FINALIST #31] [No place like home](#)

ENTRANT: BBDO Zagreb | CLIENT: IKEA | COUNTRY: Croatia | CATEGORY: Household, Community Care

[**BALCANNES** FINALIST #32] [Odvoji, lako je](#)

ENTRANT: CTA komunikacije | CLIENT: Čistoća Split | STRATEGIC PARTNER: Grad Split, Vojko V, DD Video Lab, Sara Bernat, 2Dizajnera | COUNTRY: Croatia | CATEGORY: Miscellaneous, Green Impact

[**BALCANNES** FINALIST #33] [PIPI - A TOAST FOR EVERY ROAST](#)

ENTRANT: Imago Ogilvy | CLIENT: Pipi | COUNTRY: Croatia | CATEGORY: Non-alcoholic Beverages

[**BALCANNES** FINALIST #34] [#Playforskateistan](#)

ENTRANT: Futura DDB | CLIENT: Skateistan | COUNTRY: Slovenia | CATEGORY: Miscellaneous, Community Care

[**BALCANNES** FINALIST #35] [Štark - I osmeh je tu](#)

ENTRANT: Ovation BBDO | CLIENT: Atlantic Grupa | STRATEGIC PARTNER: Rooster Production | COUNTRY: Serbia | CATEGORY: Food

[**BALCANNES** FINALIST #36] [Stina plavac mali Stipančić – a wine meant to inspire](#)

ENTRANT: Bruketa&Žinic&Grey | CLIENT: Jako vino | STRATEGIC PARTNER: Klasja Habjan, Ženska klapa Kastav, Aquarius records, Josip Hatze | COUNTRY: Croatia | CATEGORY: Alcoholic Beverages

[**BALCANNES** FINALIST #37] [terrapija - Lječimo Zemlju edukacijom](#)

ENTRANT: 404 | CLIENT: Terra Hub | STRATEGIC PARTNER: Sveučilište Sjever | COUNTRY: Croatia | CATEGORY: Green Impact

[**BALCANNES** FINALIST #38] [THE WHITE BOXES](#)

ENTRANT: Mercator | CLIENT: Mercator | STRATEGIC PARTNER: Herman & partnerji | COUNTRY: Slovenia | CATEGORY: Retail, Green Impact

[**BALCANNES** FINALIST #39] [U Bingu sam](#)

ENTRANT: Via Media | CLIENT: Bingo | COUNTRY: Bosnia and Herzegovina | CATEGORY: Retail

[**BALCANNES** FINALIST #40] [Za sve ono što nas spaja](#)

ENTRANT: Leo Burnett Belgrade | CLIENT: Heineken | COUNTRY: Serbia | CATEGORY: Alcoholic Beverages