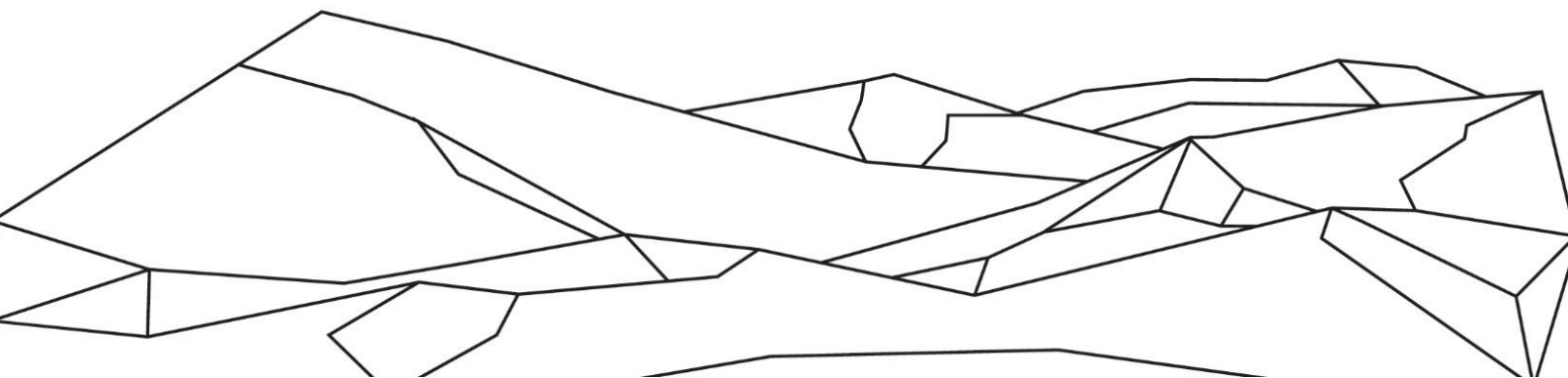




SPISAK PRIJAVLJENIH INTEGRISANIH KAMPANJA – KAKTUS 2015

1. TV u integrisanoj kampanji (ukupno 20 radova)

Podnosilac prijave	Naziv projekta
IDEA Plus Communications i GRAND Prom	Black '\n\' Easy, kafa nove generacije
Communis DDB i IDEA	Beograd, grad novih IDEA
McCann Beograd i Delhaize Srbija	Maxi Pekara
McCann Beograd i Coca-Cola Company	Samo za radoznale
McCann Beograd i Carlsberg Srbija	Reci Lav i ne možeš da pogrešiš
Ovation BBDO i Marbo Product	Chipsy Pepsi
Ovation BBDO i Marbo Product	Chipsy Domaćinski
Ovation BBDO i SBB	Biz smart paketi
Ovation BBDO i UniCredit Bank	UniCredit selektor
Vojvođanska banka i DNA Communications	Kampanja za Tvist pakete - "Jer prave stvari su najbolje u paketu"
Headmade i NLB banka	Da prijatelji ostanu prijatelji
Kreativa New Formula i Tempo Delhaize	10.000 NAJ CENA
Kreativa New Formula i Societe Generale Srbija	Pinokio - kampanja za keš kredite
New Moment New Ideas Company i Air Srbija	Air Serbia - nova krila Evrope
Leo Burnett i Molson Coors/Apatinska pivara	Carling Flying boat

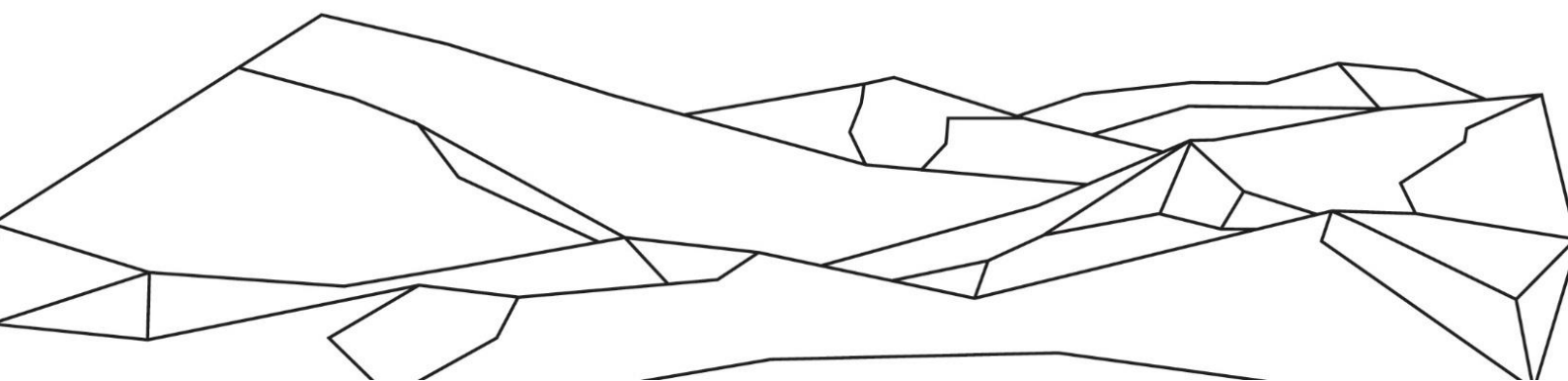




Leo Burnett i Mozart sportske kladionice	Mozart Ribice
Leo Burnett i Banca Intesa	Banca Intesa Intermezzo cash
Leo Burnett i Vip Mobile	Druge priče
Leo Burnett i Vip Mobile	Viber/Vajber
Leo Burnett i Vip Mobile	Neke stvari radiš samo dok si mlad

2. RADIO u integrisanoj kampanji (ukupno 8 radova)

Podnosilac prijave	Naziv projekta
McCann Beograd i Telekom Srbija	Telekom teren
McCann Beograd i Muzej nauke i tehnike	Samo za radoznale
Centar za unapređenje prodaje i marketinga EXPO PLUS i Pekara PONS Čačak	Svaki dan
Ovation BBDO i Banini	Njamb duo
Ovation BBDO i Marbo Product	Chipsy Bećarac
Ovation BBDO i Kotanyi	Kotanyi revolucija ukusa
Ovation BBDO i UniCredit Bank	UniCredit selektor
Leo Burnett i Apatinska pivara	Naša stvar



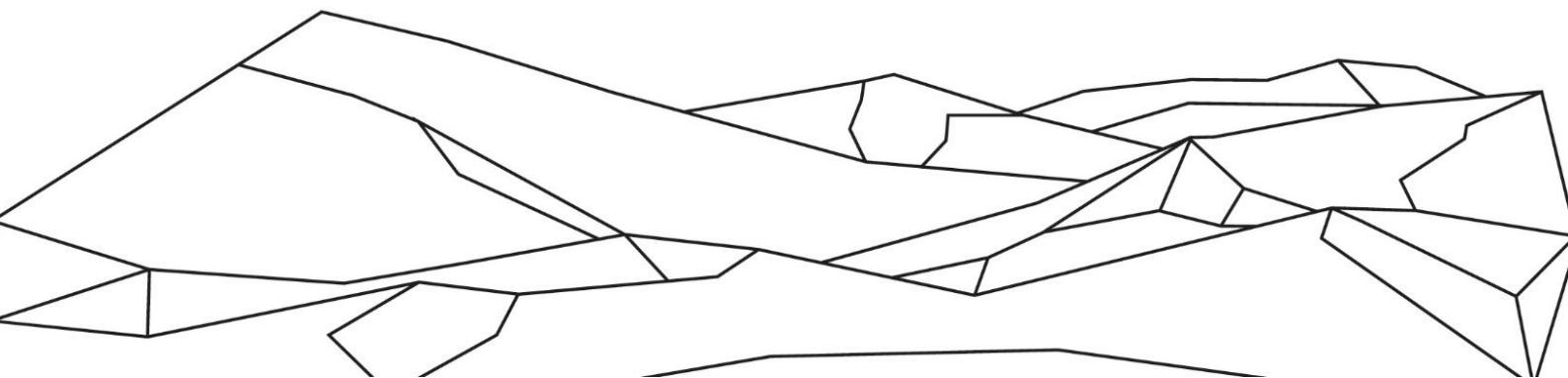


3. PRINT u integrisanoj kampanji (ukupno 7 radova)

Podnosilac prijave	Naziv projekta
Communis DDB i Bambi	Plazma Milky Sandwich
McCann Beograd i Muzej nauke i tehnike	Samo za radoznale
Ovation BBDO i Arena Sport	Arena Sport Fudbal
Ovation BBDO i Heartfact	Šta je ona kriva
Ovation BBDO i Heartfact	Verter
Ovation BBDO i Nelt Co	Tetris
Kreativa New Formula i Porsche SCG - Volkswagen Srbija	POLO - Odoh u višu klasu!

4. BTL u integrisanoj kampanji (ukupno 11 radova)

Podnosilac prijave	Naziv projekta
Idea Plus Communications i GAND Prom	Black '\n' Easy, kafa nove generacije
Communis DDB i Bambi	Plazma Milky Sandwich: venčanje mleka i Plazme
Orange Studio i Bambi	WellBE čokolade iz Bambija
McCann Beograd i Muzej nauke i tehnike	Samo za radoznale
Ovation BBDO i Adidas	Zx Flux Belgrade

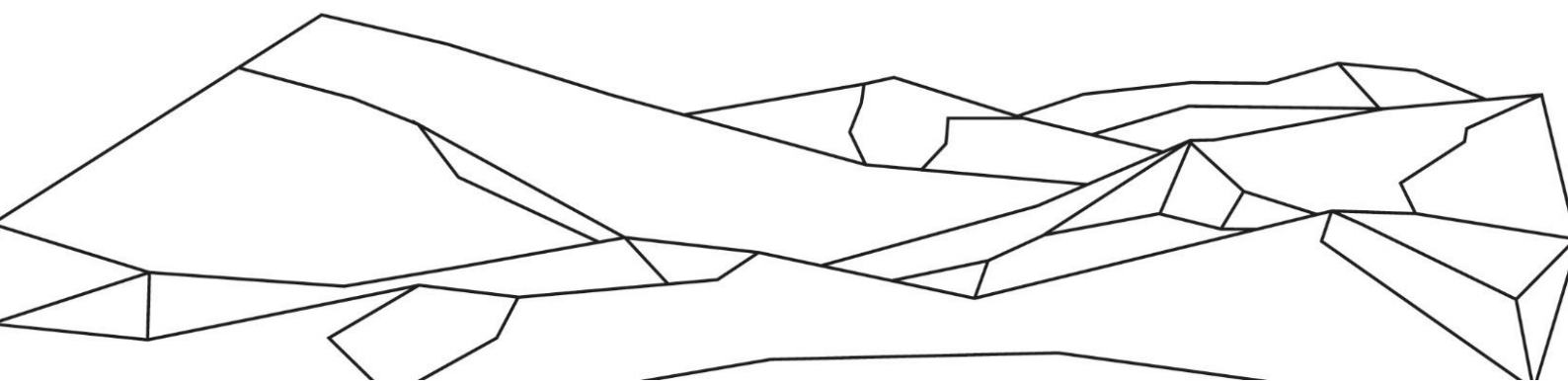




Ovation BBDO i GSK	Captain Aquafresh
Ovation BBDO i Delta Motors	Mini Guerrilla
M2Communications i FCA Srbija	Nastup kompanije FCA Srbija na Međunarodnom salonu automobila u Beogradu 2015.
M2Communications i Microsoft Srbija	Microsoft Smart Fashion
M2Communications i FCA Srbija	Novo je COOL
Executive Group i Nestle	C klub malih kuvara

5. PR u integrisanoj kampanji (ukupno 10 radova)

Podnosilac prijave	Naziv projekta
Chapter 4 PR i Marbo Product	20 godina ukusa za prave stvari
Chapter 4 PR i Schneider Electric	Priča o Velikom ratu
McCann Beograd i Infostud 3	Kako preživeti grozan posao
SVA i Samsung	Samsung Digital Classrooms
SVA i Samsung	Samsung pere za vas
Erste banka	Svetski dan štednje
Headline i Razvojni centar Beograd, Microsoft Beograd	Otvaranje novog dela Razvojnog centra Microsoft Beograd i promocija Hour of Code
Leo Burnett i Apatinska pivara	Jelen pivo - fan godine

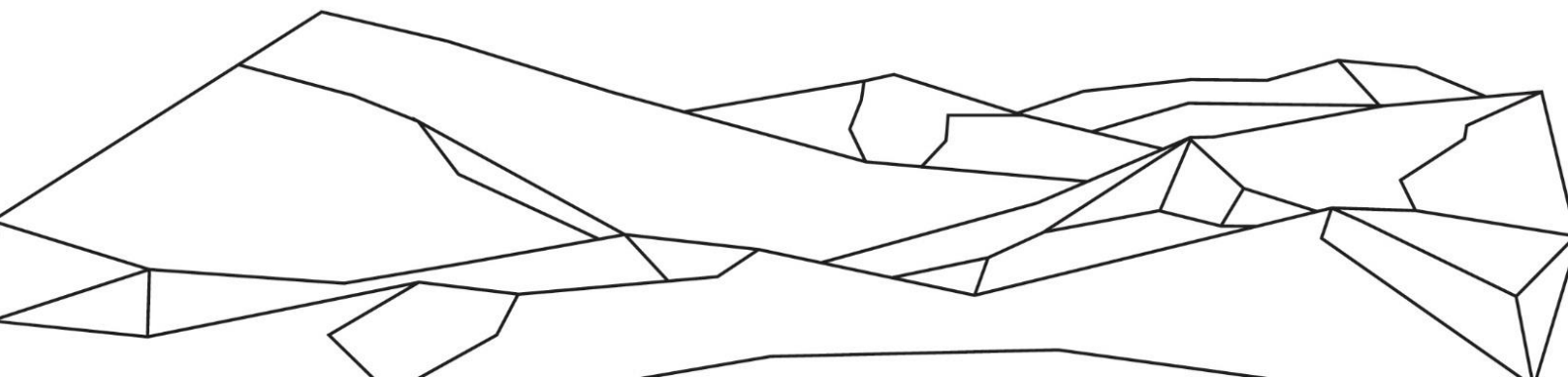




Leo Burnett i Apatinska pivara	Naša stvar
Leo Burnett	Farewell

6. SOCIAL MEDIA u integrisanoj kampanji (ukupno 20 radova)

Podnosilac prijave	Naziv projekta
Golden River i Magazin Masaža	Magazin Masaža
Idea Plus Communications i GAND Prom	Black '\n\' Easy, kafa nove generacije
Executive Group i Carlsberg Srbija	Tuborg Colors
Publicis Beograd i Nestle Adriatic	Nescafe 3u1 Vanila i Karamela - borba ukusa
McCann Beograd i Raiffeisen Bank	Buca i Ljupče
Ovation BBDO i Adidas	Zx Flux Belgrade
Ovation BBDO i Apatinska pivara	Craft Beer
Ovation BBDO i Libresse	Libresse
Ovation BBDO i Heartfact	Verter
Homepage i Hemofarm	Hemofarm - Trčimo porodično
Homepage i Bambi	Bambi JOSH! Piknik
Executive Group i The Coca-Cola Company	#FantaSelfie
Popular Bruketa & Žinić OM i Delta Agrar/Yuhor	Yuhor faktor
Erste banka	Promocija Erste MBanking aplikacije





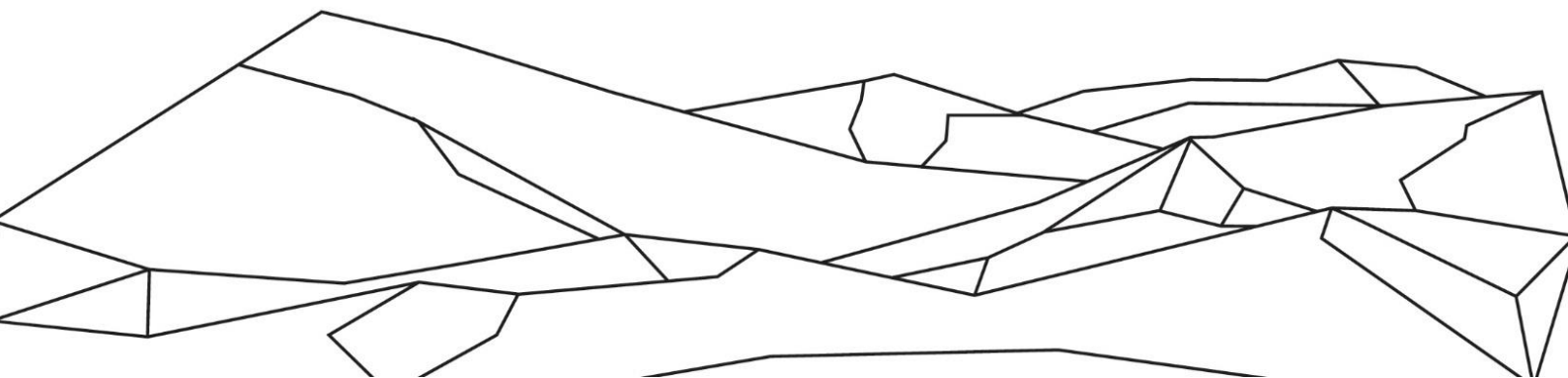
Executive Group i Nestle	Lizazov
Executive Group i The Coca-Cola Company	Za muškarce, ne za devojke
Pioniri Communications i Findomestic banka	Praznični keš kredit
Leo Burnett i Vip Mobile	Druge priče
Pioniri Communications i United media - Lov i ribolov	Lov na reach i pecanje engagementa
Leo Burnett i Apatinska pivara	Naša stvar

7. MOBILE u integrisanoj kampanji (ukupno 2 rada)

Podnosilac prijave	Naziv projekta
Direct Media i Telenor banka	Telenor Banka Virtuelni Vodič
Publicis Beograd i Nestle Adriatic	Nescafe 3u1 Frappe - Viber FACE

8. VIRALNI VIDEO u integrisanoj kampanji (ukupno 10 radova)

Podnosilac prijave	Naziv projekta
M2Communications i FCA Srbija/Srpska asocijacija američkog fudbala (SAAF)	Jeep Bowl Srbija 2014.
M2Communications i FCA Srbija	Do Something Different - Jeep Renegade

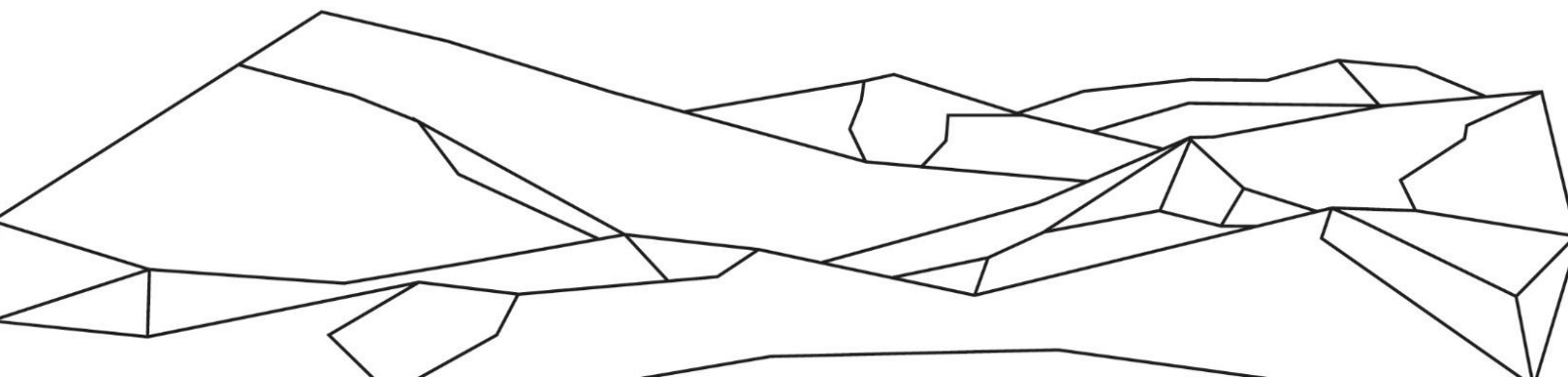




McCann Beograd i Jugoslovensko dramsko pozorište	Drama u taksiju
Publicis Beograd i Nestle Adriatic	Nescafe Classic Frappe hladan kao led
Ovation BBDO i UniCredit Bank	Apple u UniCredit banci
Ovation BBDO i Marbo Product	Chipsy 300.000 fanova
Ovation BBDO i Marbo Product	Chipsy Pre roll Ads
SVA i Agencija za bezbednost saobraćaja	Biram život
Prima Media i Jaffa Crvenka	Jaffa & Mama voli bebu
Leo Burnett i Apatinska pivara	Naša stvar

9. EVENT u integrisanoj kampanji (ukupno 19 radova)

Podnosilac prijave	Naziv projekta
M2Communications i Delta Motors	Be Active - lansiranje BMW serije 2 Aktiv Turer
M2Communications i Delta Motors	X-Zona - premijera BMW X6
M2Communications i Delta Motors	MINI Streetball - gerila kampanja
Communis DDB i United Serbian Breweries	Sound of Amstel
Super Dot i Discovery Networks CEEMEA	Kralj dolazi!
McCann Beograd i Telekom Srbija	mts rebranding

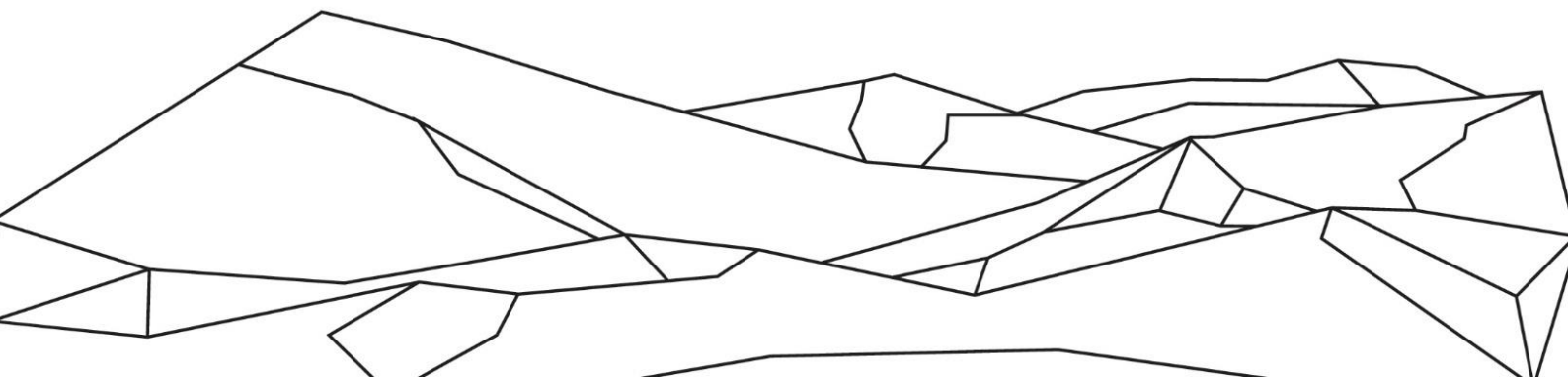




Popular Bruketa & Žinić OM	Nešto lepo kao čokolada
Ovation BBDO i Adidas	Zx Flux Belgrade
Ovation BBDO i Apatinska pivara	Staropramen Noć muzeja
DNA Communications i Dušan Kecman	Oproštajna utakmica Dušana Kecmana
Homepage	Digital Night
Homepage i Hemofarm	Hemofarm - Trčimo porodično
Executive Group i Immofinanz Group	Otvaranje Stop.Shop. ritejl parka
Conference Republic i Razvojni centar Beograd, Microsoft Beograd	Otvaranje novog dela Razvojnog centra Microsoft Beograd i promocija Hour of Code
New Moment New Ideas Company i Najlepše želje	Dan pažnje
Leo Burnett i Apatinska pivara	Jelen frižider
Leo Burnett i Vip Mobile	VIP Digitalne radionice za starije
Leo Burnett i Vip Mobile	VIP Druge priče
New Moment New Ideas Company i UNIQA osiguranje	Misli UNIQA

10. OUTDOOR u integrisanoj kampanji (ukupno 6 radova)

Podnosilac prijave	Naziv projekta
Mediaz i Toyota Srbija	Novi Auris
Idea Plus Communications i GAND Prom	Black '\n\' Easy, kafa nove generacije
Publicis Beograd i Nestle Adriatic	Nescafe 3u1 Start Here





KARTUS

2015

FESTIVAL
INTEGRISANIH
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McCann Beograd i Maskot	Ručno pravljeni bilbord
Homepage	Digital Night
Leo Burnett i Vip Mobile	Vip Xmass Prvi sneg

