

SEMPLE FINALISTS

Strateška uporaba medijskega spleta

Living in Bingo

CLIENT: Bingo retail chain
MEDIA AGENCY:
ADVERTISING AGENCY: ViaMedia

ON – all the way!

CLIENT: A1 Hrvatska
MEDIA AGENCY: Real grupa
ADVERTISING AGENCY: BBDO Zagreb, Euroart93

You are irreplaceable

CLIENT: A1 Hrvatska
MEDIA AGENCY: Real grupa
ADVERTISING AGENCY: BBDO Zagreb, Euroart93

A1 Ultraheroj

CLIENT: A1 Slovenija
MEDIA AGENCY: OMD Slovenija
ADVERTISING AGENCY: SHIFT d.o.o.; DROM Agency

Argeta: An Ode to Bakers

CLIENT: Atlantic Grupa d.d.
MEDIA AGENCY: Promedia group, Media publikum
ADVERTISING AGENCY: Luna \TBWA

AutoMobility insurance – (slov.) AvtoMobilno zavarovanje

CLIENT: Zavarovalnica Triglav, d.d.
MEDIA AGENCY: Pristop Media d.o.o.
ADVERTISING AGENCY: Renderspace d.o.o.

Will you put a Sempler up your nose?

CLIENT: Jadran Galenski Laboratorij d.d.
MEDIA AGENCY: PHD Media d.o.o.
ADVERTISING AGENCY: Utorak. Biro za propagandu.

Little Chef Slovenia / Mali šef Slovenije

CLIENT: Mercator
MEDIA AGENCY: Studio Nexus
ADVERTISING AGENCY: Herman & partnerji

M SOSESKA

CLIENT: Mercator d.d.
MEDIA AGENCY: Studio Nexus
ADVERTISING AGENCY: Herman in partnerji d.o.o.

Lidl: Fresh. For every guest.

CLIENT: Lidl Slovenija
MEDIA AGENCY: OMD Slovenija
ADVERTISING AGENCY: Luna \TBWA



Välkommen hem

CLIENT: Les MMS
MEDIA AGENCY: Futura DDB
ADVERTISING AGENCY: Futura DDB

Inovativna uporaba novega medija/medijskega formata ali komunikacijskega kanala

Beestro

CLIENT: Franck
MEDIA AGENCY: Imago Ogilvy / 404 / Phd
ADVERTISING AGENCY: Imago Ogilvy

re:do special activations

CLIENT: re:do
MEDIA AGENCY: OMD d.o.o.
ADVERTISING AGENCY: SHIFT d.o.o.

Living in Bingo

CLIENT: Bingo retail chain
MEDIA AGENCY:
ADVERTISING AGENCY: ViaMedia

The White Boxes

CLIENT: Mercator
MEDIA AGENCY: Nexus
ADVERTISING AGENCY: Herman in partnerji

#playforskateistan

CLIENT: Skateistan
MEDIA AGENCY:
ADVERTISING AGENCY: Futura DDB, DDB Germany

Sparbeceda

CLIENT: Spar Slovenija
MEDIA AGENCY: Futura DDB, AM komunikacije
ADVERTISING AGENCY: Futura DDB

Najboljša ciljana akcija

Twitter Amplify – Tour de France campaign

CLIENT: Slovenian Tourist Board
MEDIA AGENCY: Pristop Media d.o.o.
ADVERTISING AGENCY: Pristop Media d.o.o., Renderspace d.o.o. in D'Agency d.o.o.

Gamers ScorplZ and JackontheBox challenge you to prove how good driver you are

CLIENT: Zavarovalnica Triglav, d.d.
MEDIA AGENCY:
ADVERTISING AGENCY: SPIKE esports agency, d.o.o.

Little Chef Slovenia / Mali šef Slovenije

CLIENT: Mercator
MEDIA AGENCY: Pristop Media, Nexus
ADVERTISING AGENCY: Herman & partnerji



PRVIČ MAMA // FIRST TIME MUM

CLIENT: Mercator d.d.
MEDIA AGENCY: Studio Nexus
ADVERTISING AGENCY: Herman in partnerji d.o.o.

Online payment frauds have faces

CLIENT: Združenje bank Slovenije
MEDIA AGENCY: PUBLICIS GROUPE / Starcom
ADVERTISING AGENCY: PUBLICIS GROUPE / Saatchi & Saatchi

Najboljša izkustvena akcija**Najbolj slovenska Planica**

CLIENT: Ljubljanske mlekarne
MEDIA AGENCY: Zenith Media
ADVERTISING AGENCY: Internavi

Beestro

CLIENT: Franck
MEDIA AGENCY: Imago Ogilvy / 404 / Phd
ADVERTISING AGENCY: Imago Ogilvy

Swipe2Switch

CLIENT: A1 Hrvatska
MEDIA AGENCY: Euroart93
ADVERTISING AGENCY: A1 Hrvatska

Living in Bingo

CLIENT: Bingo retail chain
MEDIA AGENCY:
ADVERTISING AGENCY: ViaMedia

REFRESHER DRIVING LESSON FOR THE ELDERLY

CLIENT: Zavarovalnica Triglav, d.d.
MEDIA AGENCY: Media Publikum d.o.o.
ADVERTISING AGENCY: Renderspace d.o.o.

Mumetnost / MuArt

CLIENT: Ljubljanske mlekarne
MEDIA AGENCY: ZenithOptimedia
ADVERTISING AGENCY: Herman & partnerji

Barcaffe donna

CLIENT: Atlantic Droga Kolinska d.o.o.
MEDIA AGENCY: Media publikum, Bold group
ADVERTISING AGENCY: Herman in partnerji

The White Boxes

CLIENT: Mercator
MEDIA AGENCY: Nexus
ADVERTISING AGENCY: Herman in partnerji





Najboljša izraba digitalnega okolja

Live life your own way with re:do

CLIENT: re:do
MEDIA AGENCY: OMD d.o.o.
ADVERTISING AGENCY: SHIFT d.o.o.

Living in Bingo

CLIENT: Bingo retail chain
MEDIA AGENCY:
ADVERTISING AGENCY: ViaMedia

Argeta's AI-Powered Film Character Quiz: A Digital Masterpiece

CLIENT: Atlantic Grupa d.d.
MEDIA AGENCY: Promedia group
ADVERTISING AGENCY: Luna \TBWA

#playforskateistan

CLIENT: Skateistan
MEDIA AGENCY:
ADVERTISING AGENCY: Futura DDB, DDB Germany

Najboljša akcija na družbenih omrežjih

BUREKUNA

CLIENT: BUREK OLIMPIJA
MEDIA AGENCY:
ADVERTISING AGENCY: Agencija 101

Living in Bingo

CLIENT: Bingo retail chain
MEDIA AGENCY:
ADVERTISING AGENCY: ViaMedia

SPAR TikTok profile

CLIENT: SPAR Slovenija d.o.o.
MEDIA AGENCY:
ADVERTISING AGENCY: DD Studios d.o.o.

Twitter Amplify – Tour de France campaign

CLIENT: Slovenian Tourist Board
MEDIA AGENCY: Pristop Media d.o.o.
ADVERTISING AGENCY: Pristop Media d.o.o., Renderspace d.o.o. in D'Agency d.o.o.

Najboljša uporaba mobilnega okolja

Heroes of social

CLIENT: A1 Hrvatska
MEDIA AGENCY: Euroart93
ADVERTISING AGENCY: A1 Hrvatska

Laško Jump'o'meter

CLIENT: Pivovarna Laško Union d.o.o.
MEDIA AGENCY: Media Publikum
ADVERTISING AGENCY: Luna \TBWA

Najboljša uporaba podatkov

Najbolj slovenska Planica

CLIENT: Ljubljanske mlekarne
MEDIA AGENCY: Zenith Media
ADVERTISING AGENCY: Internavi

Crazy About Loto

CLIENT: Lutrija Bosne i Hercegovine
MEDIA AGENCY: MITA Group
ADVERTISING AGENCY: MITA Group

Najboljša PR-strategija ali promocija

Online Brainiacs - World's biggest online quiz

CLIENT: A1 Slovenija, d.d.
MEDIA AGENCY:
ADVERTISING AGENCY: Taktik d.o.o.

Living in Bingo

CLIENT: Bingo retail chain
MEDIA AGENCY:
ADVERTISING AGENCY: ViaMedia

The unexpected return

CLIENT: DPBS, MSD, Astra Zeneca, Boehringer Ingelheim, Roche
MEDIA AGENCY:
ADVERTISING AGENCY: Futura DDB

Najboljši tehnološki pristop

LISTEN TO YOUR STYLE

CLIENT: SPAR D.O.O.
MEDIA AGENCY:
ADVERTISING AGENCY: AV STUDIO. D.O.O.

Argeta Junior's Storyteller

CLIENT: Atlantic Grupa d.d.
MEDIA AGENCY: Promedia group, Media publikum
ADVERTISING AGENCY: Luna \TBWA

Mumetnost / MuArt

CLIENT: Ljubljanske mlekarne
MEDIA AGENCY: ZenithOptimedia
ADVERTISING AGENCY: Herman & partnerji



#playforskateistan

CLIENT: Skateistan

MEDIA AGENCY:

ADVERTISING AGENCY: Futura DDB, DDB Germany

Najboljša uporaba vplivnostnega marketinga

A1 Vajb - Fejlaj z Joker Out

CLIENT: A1 Slovenija

MEDIA AGENCY: DROM agency

ADVERTISING AGENCY: DROM agency d.o.o.

Cockta Blondie - Druga strana

CLIENT: Atlantic Grupa d.d..

MEDIA AGENCY: Promedia Grupa

ADVERTISING AGENCY: DROM agency d.o.o.

Living in Bingo

CLIENT: Bingo retail chain

MEDIA AGENCY:

ADVERTISING AGENCY: ViaMedia

