

Pobednici su među nama





NAGRAĐENI



GRAND PRIX

Kategorija: Snacks & Desserts

CHIPSY FLAVOR BATTLE



Klijent: **Marbo Product**

Brend: **Chipsy**

Glavna agencija: **Ovation Beograd**

Partnerske agencije: **OMD Srbija, Rooster Production**

- **Miloš Dimić**, Copywriter, Ovation Belgrade
- **Vladimir Mitrović**, Creative Director, Ovation Belgrade
- **Ivana Jovanović**, Senior Account Manager, Ovation Belgrade
- **Luka Jelić**, Executive Producer, Ovation Belgrade
- **Mirjana Narandžić**, Content Writer, Ovation Belgrade
- **Dejan Micić**, Senior Designer, Ovation Belgrade
- **Snežana Stanojević**, Account, Ovation Belgrade
- **Marko Margan**, Senior Brand Manager, Marbo Product
- **Marko Bušić**, Marketing Director for South-Central Europe & Baltics, Greece & Cyprus, Marbo Product
- **Ivana Janković**, Junior Brand Manager, Marbo Product

ZLATO

Kategorija: Snacks & Desserts



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- **Dejan Micić**, Senior Designer, Ovation Belgrade
- **Snežana Stanojević**, Account, Ovation Belgrade
- **Marko Margan**, Senior Brand Manager, Marbo Product
- **Sanja Bušić**, Marketing Director for South-Central Europe & Baltics, Greece & Cyprus, Marbo Product
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ZLATO

Kategorija: Beverages (Non-Alcohol)
– Non-Carbonated, Carbonated Drinks

ROSA. MENJAM SE.



Klijent: **The Coca-Cola Company**

Brend: **Rosa**

Glavna agencija: **New Moment New Ideas Company**

Partnerske agencije: **WPP Media, Flexis Consulting**

- **Martin Atanasovski**, Marketing Director, Coca Cola Hellenic
- **Marina Trajković**, Project Manager, Coca Cola Hellenic
- **Ivana Vlahović**, Regional Supervisor, Coca Cola Hellenic
- **Katarina Todosijević**, PR Manager, New Moment New Ideas Company
- **Miljana Veselinović**, PR Account Manager, New Moment New Ideas Company
- **Slobodana Sakan**, Account Manager, New Moment New Ideas Company
- **Predrag Garašanin**, Creative Strategist, New Moment New Ideas Company
- **Ana Bunjak**, Senior Copywriter, New Moment New Ideas Company
- **Miloš Arsić**, Senior Art Director, New Moment New Ideas Company
- **Nena Đurđić**, Art Director, New Moment New Ideas Company



ZLATO

Kategorija: Finance,
Financial Cards & Insurance

NAUČIO SAM BAKU

Klijent: **NLB Komercijalna banka**

Brend: **NLB Komercijalna banka**

Glavna agencija: **Ovation Beograd**

Partnerske agencije: **Media House, Rooster Production**

- **Milena Maksić**, Project Lead / Digital Director, Ovation Belgrade
- **Nemanja Obradović**, Creative Lead, Ovation Belgrade
- **Jelena Simić**, Senior Copywriter, Ovation Belgrade
- **Jovana Nikolić**, marketing direktor, NLB Komercijalna banka
- **Branka Letica**, izvršni direktor Sektora za upravljanje marketingom i komunikacijama, NLB Komercijalna banka
- **Nemanja Popović**, specijalista za upravljanje sadržajem na digitalnim kanalima, NLB Komercijalna banka
- **Vladimir Dželebdžić**, specijalista za brend i komunikacije, NLB Komercijalna banka

Srebro

Kategorija: Commerce & Shopper:
Crisis Response / Critical Pivot

SVE ŠTO TI TREBA JE PONOVO TU

Klijent: **Bambi**

Brend: **Bambi**

Glavna agencija: **Communis**

- **Strahinja Inić**, Group Brand Manager, Bambi
- **Marija Trkulja**, Creative Excellence Manager, Bambi
- **Tamara Živković**, Senior Brand Manager, Bambi
- **Damir Duraki**, Marketing Manager for Digital and Brand PR, Bambi
- **Nina Stevalić**, Digital Marketing Manager, Bambi
- **Jovana Mitić**, Junior Brand Manager, Bambi
- **Nebojša Krivokuća**, Creative Director, Communis
- **Slobodan Lugonja**, Creative Director, Communis
- **Nađa Mladenović**, Account Manager, Communis
- **Aleksandra Vručkić**, Senior Designer, Communis



Srebro

Kategorija: Youth Marketing

Mož
**Moj posao,
moja ekipa!**

**ZAPOSLI SE
U MEKU**

MCDONALD'S – MOJA EKIPA

Klijent: **Nicefoods restorani**

Brend: **McDonald's – Moja ekipa**

Glavna agencija: **Luna TBWA Beograd**

Partnerske agencije: **OMD Srbija**

- **Ljubica Marinović**, Group Account Director, LUNA TBWA Beograd
- **Sara Nikolić**, Senior Account Manager, LUNA TBWA Beograd
- **Aleksandra Ilić**, Digital Account Executive, LUNA TBWA Beograd
- **Ivana Neđić**, Senior Copywriter, LUNA TBWA Beograd
- **Diana Adili**, Art Director, LUNA TBWA Beograd
- **Ognjen Ribarov**, Content Creator, LUNA TBWA Beograd
- **Paul Landauer**, Creative Director, LUNA TBWA Beograd
- **Đorđe Ilić**, Digital Media Planner, OMD Serbia
- **Aleksandro Hajtl**, Head of Digital Media, OMD Serbia
- **Damir Šitkovic**, Senior Account Manager, OMD Serbia

Srebro

Kategorija: Youth Marketing

DA SE ISKRIVIŠ OD SREĆE



Klijent: **Atlantic Grupa – Štark**

Brend: **Kisela Bananica**

Glavna agencija: **Ovation Beograd**

Partnerske agencije: **Pro Media Group, Media House**

- **Milena Maksić**, Digital Director, Ovation Belgrade
- **Vladimir Mitrović**, Creative Director, Ovation Belgrade
- **Julija Dukić**, Senior Copywriter, Ovation Belgrade
- **Vukosava Mrlješ**, Social Media & Community, Ovation Belgrade
- **Nikola Parun**, Head of PR, Ovation Belgrade
- **Nemanja Obradović**, Creative Head, Ovation Belgrade
- **Ivana Matović**, Campaign Director, Ovation Belgrade
- **Maja Belin**, Senior Brand Manager, Atlantic grupa – Štark
- **Tina Đukanović**, Media and Communications Manager, Atlantic grupa – Štark
- **Andrijana Vukićević**, Digital Specialist, Atlantic grupa – Štark

Bronza

Kategorija: Non-Profit



DOK NAS SMRT NE RASTAVI

Klijent: **Autonomni ženski centar**

Brend: **Dok nas smrt ne rastavi**

Glavna agencija: **McCann Beograd**

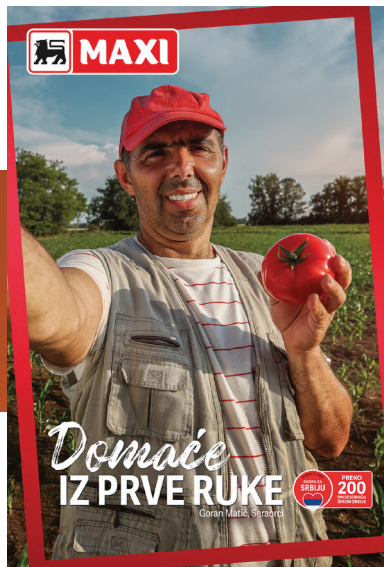
Partnerske agencije: **Universal Media, Two Rivers, NN Media**

- **Magdalena Stanić**, Group Account Director, McCann Beograd
- **Lola Agius**, Account Manager, McCann Beograd
- **Irena Čulibrk**, Account Manager, McCann Beograd
- **Jana Savić Rastovac**, Executive Creative Director, McCann Beograd
- **Jovana Bradaš**, Associate Creative Director, McCann Beograd
- **Vladimir Kondžulović**, Senior Copywriter, McCann Beograd
- **Lidija Milovanović**, Head of Art, McCann Beograd
- **Iva Zavišin**, Designer, McCann Beograd
- **Milica Ostojić**, Social Media Manager, McCann Beograd
- **Dragana Božić**, Senior Copywriter, McCann Beograd

Bronza

Kategorija: Retail

IZ PRVE RUKE



Klijent: **Delhaize Serbia**

Brend: **Maxi**

Glavne agencije: **New Moment New Ideas Company, Universal Media**

- **Tamara Kričak**, Account Director, New Moment New Ideas Company
- **Đuro Radosavović**, Associate Creative Director, New Moment New Ideas Company
- **Andrea Kostovska**, Art Director, New Moment New Ideas Company
- **Zvezdana Bunijevac**, Digital Account Manager, New Moment New Ideas Company
- **Marina Mateković**, Marketing Director, Delhaize Serbia
- **Ivan Radojević**, Marketing Manager, Delhaize Serbia
- **Nataša Spasić**, Brand Communication Expert, Delhaize Serbia
- **Nikola Radosavljević**, Digital MKT Department Manager, Delhaize Serbia
- **Olivera Silaški**, Account Director, Universal Media Belgrade
- **Boško Stojanac**, Digital Account Manager, Universal Media Belgrade

grand

REPUBLIKA SRBIJA
MINISTARSTVO ZDRAVLJA

INSTITUT ZA JAVNO ZDRAVLJE
"DR MILAN JOVANOVIĆ BATUŃ"

Ne gledaj u šolju PREGLEDAJ SE

Obavi mamografski pregled.
Hajde da imamo vremena za ono što je stvarno važno.

Grand kafa ponosno podržava akciju od 2021. godine.

PREGLEDANO VIŠ OD
15.000
ŽENA

Bronza

Kategorija: Sustained Success
– Non-Profit, Products & Services

GRAND KAFA – HAJDE DA IMAMO VREMENA ZA PREGLED

Klijent: **Atlantic Grand**

Brend: **Grand kafa**

Glavna agencija: **Luna TBWA Beograd**

Partnerske agencije: **Executive Group, Pro Media Group, Media House, Institut za javno zdravlje „Dr Milan Jovanović BatuŃ“**

- **Zoran Golub**, Commercial Director, Atlantic Grand
- **Vanja Vukadin**, Regional Brand Building Manager, Atlantic Grand
- **Nina Nišić**, Key Account Manager, Atlantic Grand
- **Ivana Lazarević**, Consumer & Market Insight Specialist, Atlantic Grand
- **Nina Cvetković**, Outsource Manager, Atlantic Grand
- **Gojko Banatski**, Marketing Manager, Atlantic Grand
- **Jelena Dragišić**, Creative Director, Luna TBWA
- **Sanja Kovačević**, Group Account Director, Luna TBWA
- **Aleksandar Miloradović**, Account Director, Luna TBWA

Bronza

Kategorija: Sustained Success
– Non-Profit, Products & Services

IMLEK PROTEIN



Klijent: **Imlek**

Brend: **Imlek Protein**

Glavna agencija: **Leo Beograd**

Partnerske agencije: **UM Beograd, Bad Rabbit, Avokado**

- **Nevena Balšić**, kreativni direktor, Leo Belgrade
- **Miljana Stankić**, Account Director, Leo Belgrade
- **Aleksandra Šapić**, Digital Account Manager, Leo Belgrade
- **Stefan Garić**, Art Director, Leo Belgrade
- **Aleksandra Dronjak**, Idea Maker, Leo Belgrade
- **Vesna Buljan**, Copywriter, Leo Belgrade
- **Jovan Bugarčić**, direktor marketinga, Imlek
- **Tanja Bogojević**, Brand Manager, Imlek
- **Slađana Radojević**, Group Research and Innovation Manager, Imlek
- **Andela Lutovac**, Junior Brand Manager, Imlek

