



HRVATSKA UDRUGA ZA  
ODNOSE S JAVNOŠĆU

Zagreb, August 31, 2023

### **the! award competition 2023 is open!**

It's time to present last year's best communication projects at the third international award ceremony.

the! award is designed to reward the most outstanding communication projects and to promote the entire communication industry. the! award represent recognition of the profession for excellent projects in public relations in Southeast Europe. The purpose of the award is to raise the reputation of the profession in the public, to promote excellence in communication, to continuously review and improve the principles of good business and the fundamental values of public relations. The original idea and desire was the possibility of opening the national award to the international market, giving everyone from the region the opportunity to show off their best achievements.

Campaigns realized during the calendar year can be applied for, they can be local or international. The goal is to direct all colleagues, the entire profession to excellence.

The contest is open until October 2nd at 6 p.m., and the best communication projects in 9 competition categories will be chosen by an expert jury composed of three representatives from each of the participating countries, i.e. from Croatia, Slovenia, Serbia and Bosnia and Herzegovina.

You can find the application form, certain deadlines, instructions for applicants and other useful information in the materials, and feel free to contact [info@huoj.hr](mailto:info@huoj.hr).