

MCIC, on several occasions, has used its campaigns for raising awareness of citizens and facilitating their support to the topic or theme of a specific campaign, during its 15 years of existence.

The first campaign which was implemented by MCIC is still one of the most famous ones. „ [Whole is when there is everything!](#)

“ (1999 and 2000). The campaign aimed to promote peace and human values. It communicated through simple messages pointing out to the values of life. Other campaigns followed: „

[I live here](#)

“ (2003); „

[Say Macedonia](#)

“ (2004); „

[Easter Campaign](#)

“ (2005 – continuation of Say Macedonia); „

[Say OK to MK](#)

“ (2005); „

[Next to Each Other – Different but Equal](#)

“ (2007) and „

[Both NATO and Macedonia](#)

“ (2008).

MCIC' campaigns encompass not only media presentations but also centralized and decentralized campaigns. It enables easier access to the target groups, to which these messages from the campaigns are intended.