



The overall goal of the project was to present the principles and commitments of MCIC.

The project purpose was to promote MCIC and to raise the public awareness. The position of MCIC is a strong and active civil society organization with strong interest for building better future for the Macedonian society.

The target group included MCIC's target groups, media, wider public and donors.

The strategy of the campaign "I live here" was aimed at stimulating the individuality as a beginning of building common values, putting emphasis on the own values as real foundation and the responsibility of each individual, with respect to one's rights and responsibilities.

### *Activities*

The agency "ZipZap" developed a creative strategy, consisting of several elements: printed materials and media advertisements.

Thirty-six billboards were placed in Skopje and Macedonia and 15 billboards were used after the end of the NGO Fair – 3rd Forum of Civil Society in Macedonia. Total of 134.000 postcards, 50.000 stickers, 4.000 posters, 1.000 calendars, 1.000 diaries, 1.500 cards were printed and advertisements were placed in the media.

### **Billboards**

In December, prior to the MCIC's anniversary (14.12.2003) billboards were placed all over the country for informing the wider public about the event. For using the billboards from the NGO Fair, 15 of them were placed in Skopje from December 1 to 15, 2003.

The main motif of the campaign was presented on the billboards, 21 placed throughout Macedonia and 15 in Skopje.

### *Printing of promotional materials*

## **Postcards**

Total of 134.000 postcards were printed and distributed to the public through the daily newspapers (Vest, Fakti, Dnevnik, Utrinski vesnik) and in the magazines: Ekologija, Vulkan, Studentski zbor and Civic World. They were also disseminated through the Gral network in 150 public places in Skopje as well as to all target groups and business partners of MCIC.

## **Stickers**

50.000 stickers were printed and distributed through the Civic World magazine (circulation of 3.500 copies) and the daily newspapers (Vest and magazine Start) as well as to the MCIC's target groups, the civil society organizations included in the Directory of civil society organizations, primary schools, social institutions, etc.

## **Posters**

Total of 4.000 posters were made and distributed to the MCIC's target groups, municipalities, local offices of women organizations and associations of retired persons, social institutions, schools, trade unions, donors, business entities, etc. To attract the public eye, 450 posters were

placed on the buses of the public transport company. 1,000 posters were placed in Skopje.

### **Calendar**

A calendar with the motifs from the campaign was printed in 1,000 copies, where the main message was presented in Macedonian, but also in the languages of the other ethnic communities (Albanian, Turkish, Roma, Serbian, Vlach and Bosnian) as well as in English and German language. The calendar was distributed to all MCIC's target groups.

### **Dairy**

A diary was printed in 1,000 copies, with the motif of the billboard on the cover. The diary was distributed to MCIC's target groups.

### **Cards**

The theme of the card was also used for making 1,500 cards, which were sent to MCIC's target groups. The name of the campaign "I live here" was translated in all languages of the ethnic communities in Macedonia, English and German language.

### **Advertisements in the daily press**

In order to increase the visibility of the campaign and to reach out to more target groups, 38 ads were placed in the daily newspapers and magazines with the motifs of the campaign. The advertisements appeared in Utrinski vesnik, Dnevnik, Fakti, Vest, Forum, Lobi, Kapital, Fokus, TEA, Zena, Zaman and Roma Times.