

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.