

# MESTO KOJE VOLIŠ DANAS SAČUVAJ ZA SUTRA

## *MEDIA ANNOUNCEMENT*

*Banca Intesa Received Award for Corporate Social Responsibility Communication*

### **The Place I Love Award**

**Belgrade, 15<sup>th</sup> June** – Serbian Association for Public Relations (DSOJ) has awarded a prestigious prize to Banca Intesa for the project The Place I Love in the category- Corporate Social Responsibility Communication.

A record 69 works competed at the fifteenth consecutive annual Reception for the best communication campaigns, projects and initiatives in 13 categories, and the final choice was made between 31 projects from the corporate, public and non-profit sector. Banca Intesa participated in the contest with 3 projects, out of which project Intesa Academia was also in the finale in the Corporate Communications category, apart from the awarded The Place I Love.

Previously Banca Intesa won two DSOJ Awards in the following categories: Corporate Communications for the Communications Strategy in a Crisis Year and Brand and Marketing PR, for the project “Revive the Plastic”.

Serbian Association for Public Relations was founded in 2004, and it continued the tradition of the PR Professionals Organization of Yugoslavia – the oldest professional organization in this field on the territory of former SFRY. The Association’s founders are

renowned representatives of the University, public relations agencies, state institutions and organizations as well as big private companies. The Association's mission is to contribute to the improvement of the field of public relations, aid the introduction and implementation of highest professional and ethical standards and to realize top expert programmes, the organization of conferences, seminars and trainings, as well as international cooperation and exchange of experiences.

\* \* \*