

I&F Grupa

THE POWER OF PEOPLE

McCann

McCann agencies within the I&F Group, which operates in 11 countries of Southeast Europe and the Nordic region, are part of one of the world's largest agency networks – McCann Worldwide present in more than 100 countries around the world. McCann is recognized globally as the creator of a modern model of advertising agency, creating some of the most famous, interesting and relevant advertising campaigns in history.

Big ideas that transcend individual media channels, bridge differences and blur boundaries are the key to successful communication. They are just a confirmation of the passion we invest in our projects and dedication to our clients, which we are very proud of.

Starting from the truth, we help brands build a meaningful and meaningful role in people's lives. The integrated team creates innovative communication solutions, which not only become an indispensable part of pop culture, but persistently strive to positively influence society and change the world around us with their courage.