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An added value of the project was the possibility for some of the activities to be used for raising domestic funds (from citizens, business, public sector).

The target group of the project was the public at large in Macedonia, i.e. citizens, media, public institutions and business sector.

The project activities included printing of Easter cards, stickers and T-shirts with the message

“Say Macedonia” and “We have eggs (balls)”.

The three products were sold through the distributive network of the Media Print Macedonia (MPM). The messages enabled citizens to express their own attitude about the (non)use of the official name of the state on international level. The media were interested in the campaign and informed the public through their programming.

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