

# Zakonitosti brendiranja

“Sve što ljubimo stvorili smo sami?”

*Jovan Dučić*



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**Ako je marketing bitka za naklonost kupca  
- gde se ta bitka odvija?**





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**Marketing nije borba proizvoda!?**  
**Marketing je borba percepcija!**



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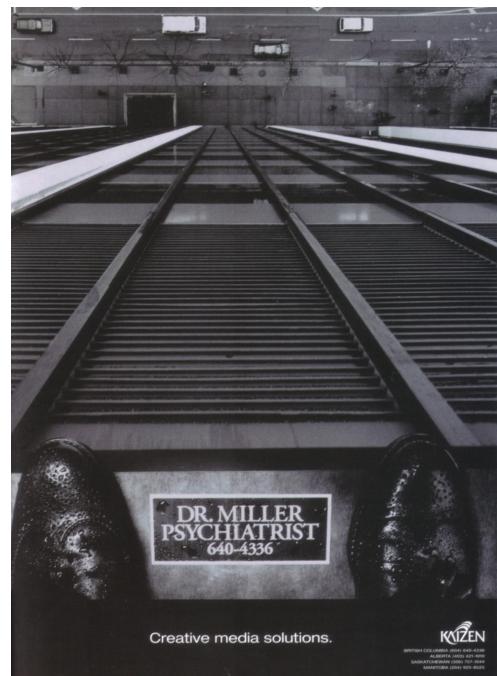
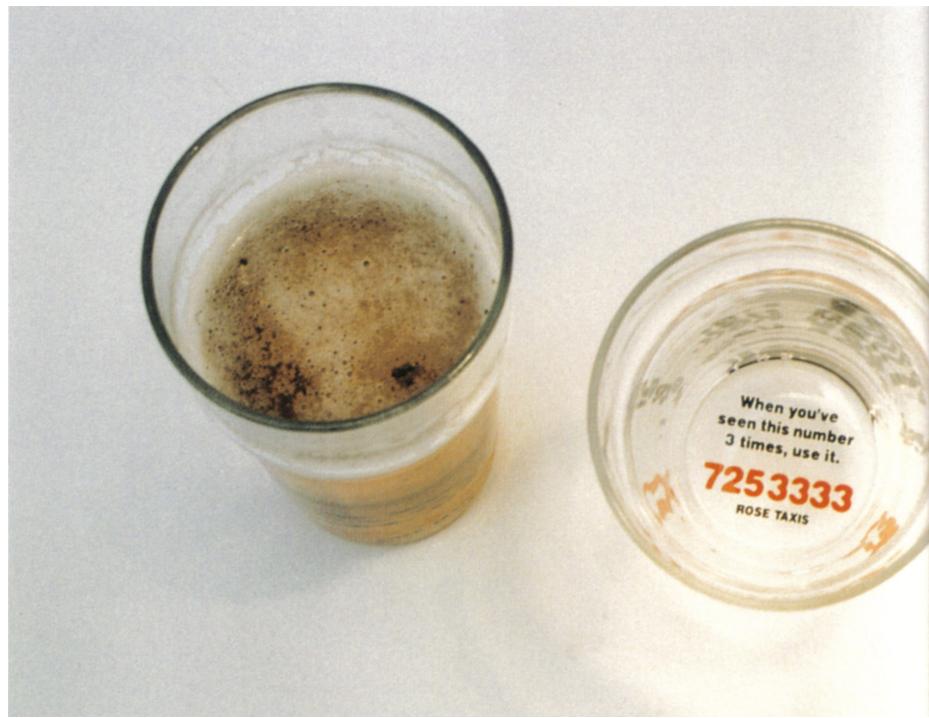
*Kada podatak postaje informacija?*



Ugao gledanja kupca



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Kako nastaju brendovi?





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### **1. Zakon ekspanzije**

**Snaga brenda je u obrnutoj сразмери са ширином тржишта кome се обраћа.**



\*Volvo



## 2. Zakon kontrakcije

Brend jača kada sužavamo polje ponude.



\*Levi's



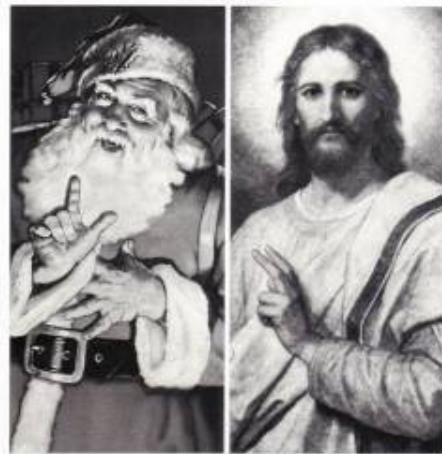
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## 3. Zakon publiciteta

Brendovi nastaju publicitetom a ne reklamiranjem.

Whose birthday  
is it, anyway?

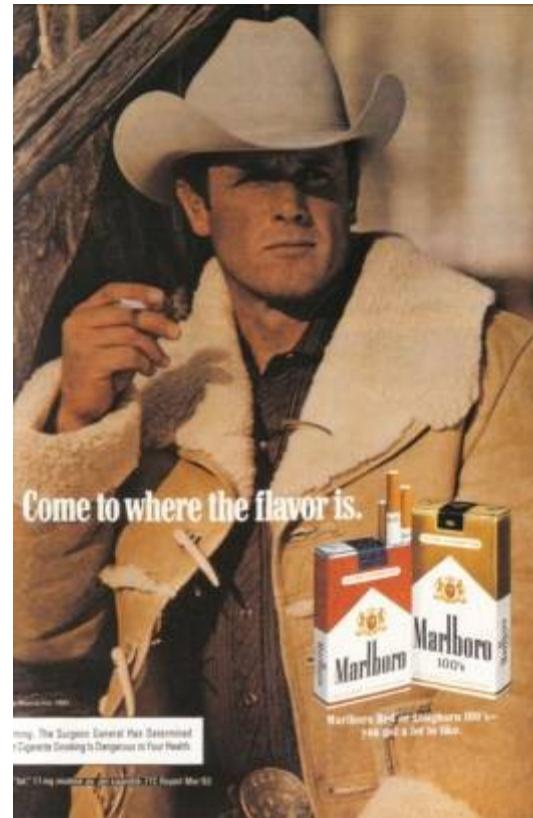
The Episcopal Church believes the important news of Christmas is not  
who comes down the chimney but who came down from heaven. We invite you to come and join  
us as we celebrate the birth of Jesus Christ.  
The Episcopal Church



\*Coca Cola

## 4. Zakon reklamiranja

**Reklamiranje održava imidž brenda.**





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## 5. Zakon reči

Brendovi poseduju reč u svesti kupca.

The advertisement features a black Volkswagen Beetle (the 'Think Small' car) centered on a large, blank, cream-colored page. Below the car, the slogan 'Think small.' is written in a bold, sans-serif font. At the bottom left, there is a small block of text and a 'VW' logo. At the bottom right, another small block of text is visible.

Our little car don't do much at all normally.  
It's not fast.  
A couple of dozen college kids don't  
try to muscle inside it.  
The guy at the gas station doesn't even  
mention it.  
In fact, some people who drive our little  
car don't even think about it.

Buyer don't even think 22 miles to the gallon  
is going any place.  
Driving the price of oil instead of five  
cents.  
Or never needing oil changes.  
Or running on 80000 miles on a set of  
tires.  
Or having to pay a little more for a  
little less.  
That's because once you get used to  
it, it's just like driving a big car.

some of our enemies, you don't even  
think about them any more.  
Except that one, because it's a small  
parking spot. Or maybe a small  
house. Or pay a small water bill.  
Or make a small PPF for a  
small profit.

That's it, that's it.

Think small.



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## 6. Zakon autentičnosti

**Ključni sastojak brenda je njegova autentičnost!**



The response rates to the post-interventions, "The RIFT" had significantly greater scores for 10444-2 than point. We could not find evidence of a pattern of change throughout the study period or stage (Table 3). No significant differences were observed.

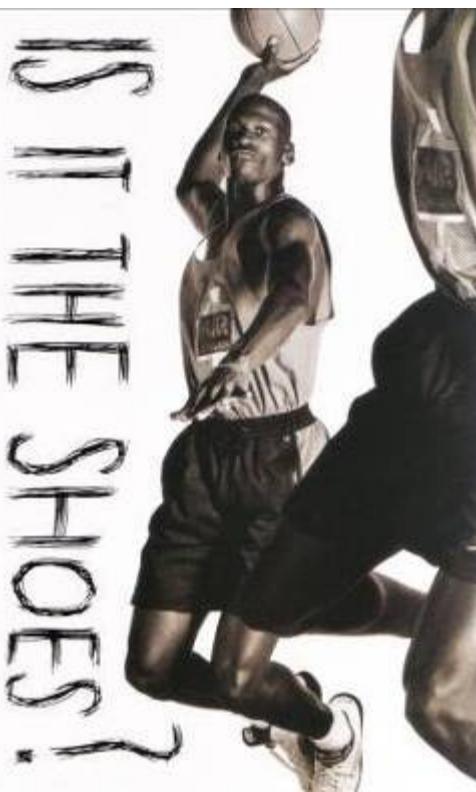




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## **7.Zakon kvaliteta**

**Šta je kvalitet?!**

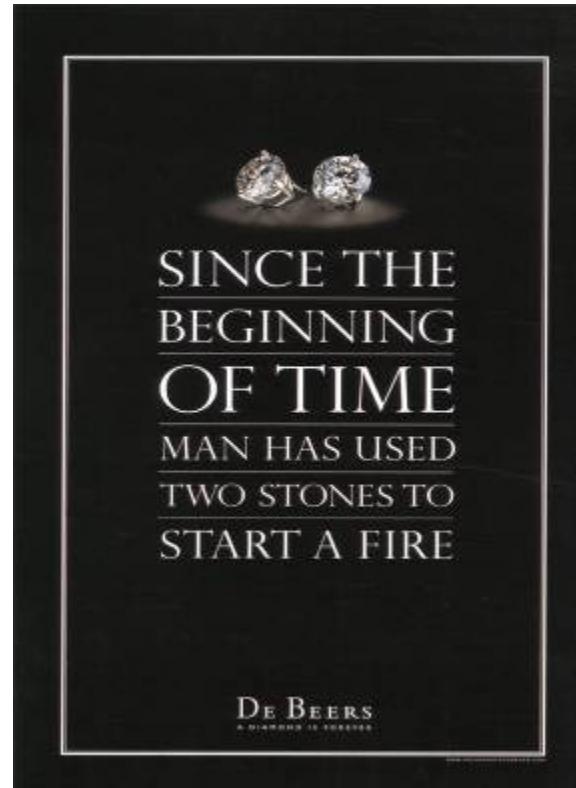




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## **8. Zakon kategorije**

**Vodeći brend treba da promoviše kategoriju a ne svoje ime!**





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## 9. Zakon imena

**Dugoročno gledano,  
brend je samo ime!?**

Unplug the phone. Mix plaids and stripes. Stop speaking to friends who begin every sentence with "I." Drink 6-8 glasses of water a day. When the oil light goes on in the car, add oil. Take deep breaths. Stay out of dark alleys. Listen when your boyfriend says he doesn't want a commitment. If it's collecting dust, throw it out. Stop feeling guilty. Don't surround yourself with off-white walls. Quit smoking. Don't lie to religious figures. Scratch the itch. Think of the thing you fear the most and do it. In the end, a spotless kitchen floor doesn't matter. Grow your own. Lower-watt light bulbs are more flattering. Move 3,000 miles away from your parents. Open a window. Smile when you say that. Kiss a baby. Go to church. Or a synagogue. Or a mosque. Or a mall. Play gin. Forgive somebody. Television isn't a role model. Laugh. And remember, sometimes all it takes is the right pillowcase. Live better.



It's a big country. Someone's got to furnish it!

BOSTON • HOUSTON • LOS ANGELES • NEW YORK • PHILADELPHIA • PITTSBURGH • WASHINGTON DC

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