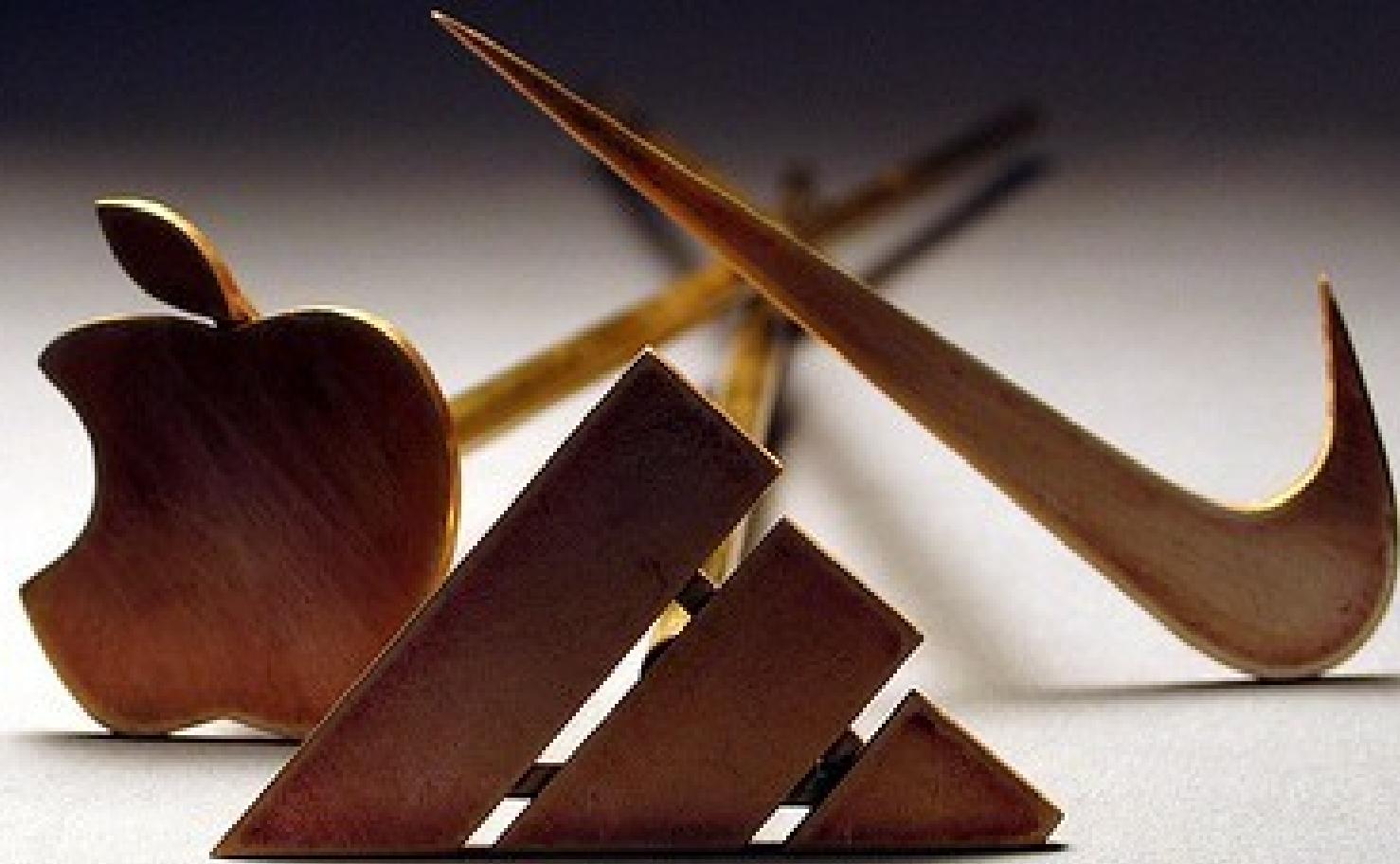
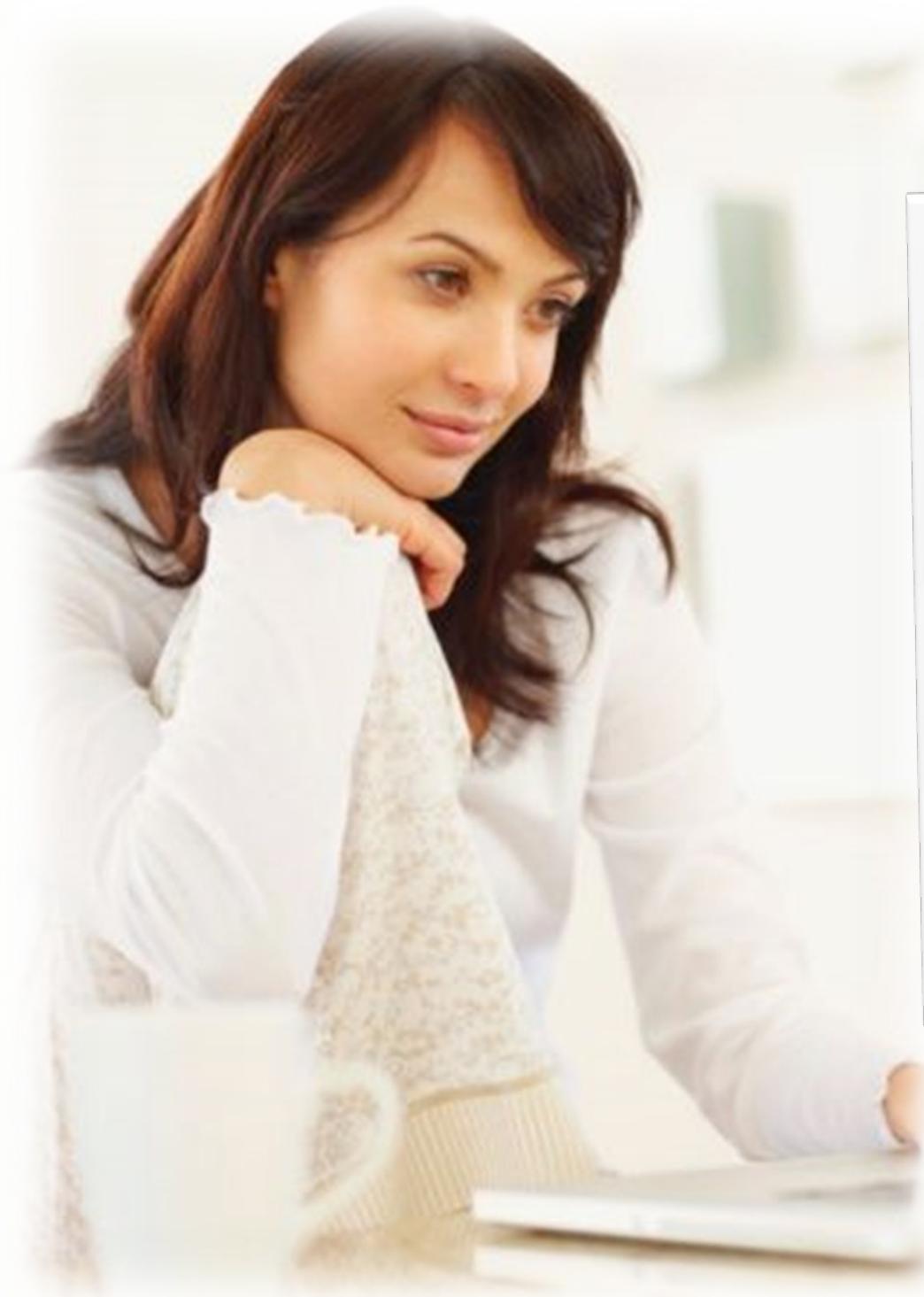


Predavač: mr Sladana Starčević



KAKO SU BRENDovi POSTALI IKONE SAVREMENOG DRUŠTVA



BusinessAcademy



Danas živimo u
Google - Facebook
-Youtube - iPod -
BlackBerry digitalno-
virtuelnom svetu

Kako smo tu stigli?



**ŠTA ŽELIMO
DA POKAŽEMO
PREDAVANJEM**

Kojim putem su se kretali brendovi



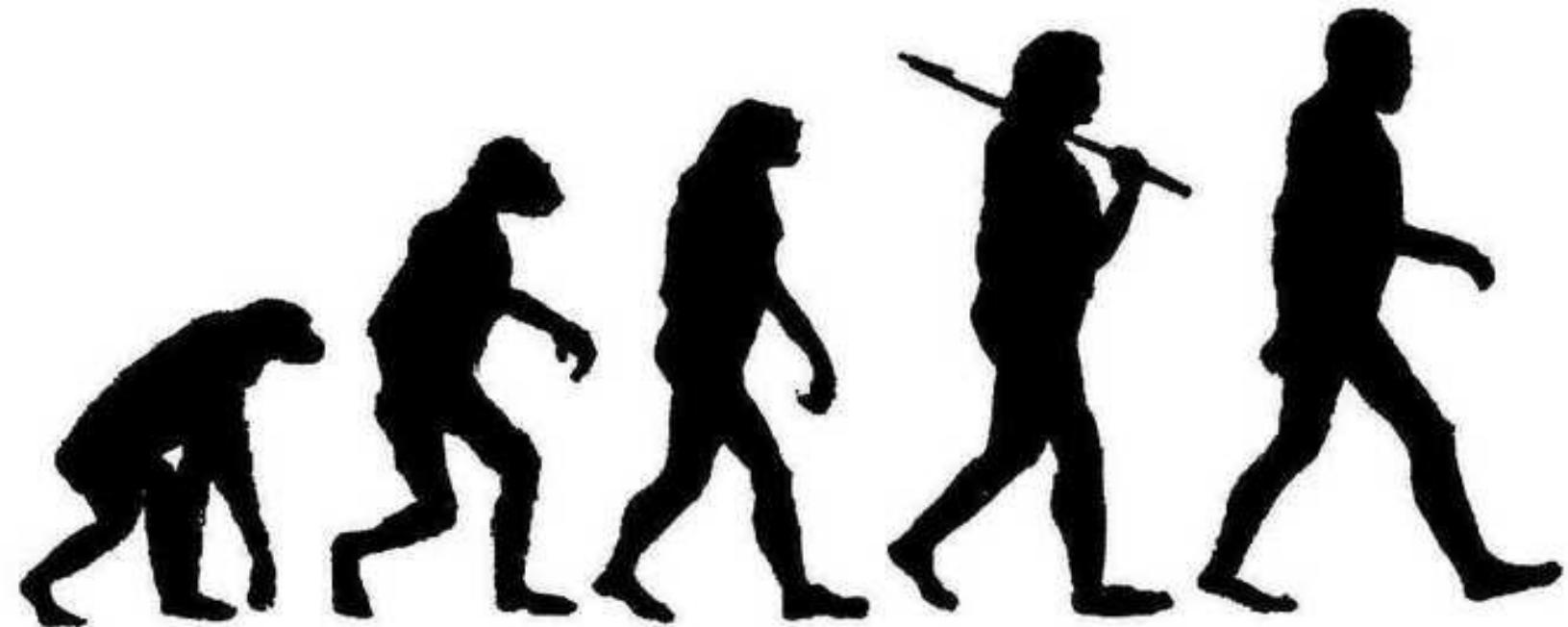
OBIČNE OZNAKE



**UPRAVLJAČKA
FUNKCIJA**



**IKONE
SAVREMENOG DOBA**



Evolucija čoveka & brenda

Stara nordijska reč
“brandr”

SPALITI

Napraviti žig usijanjem gvožđem

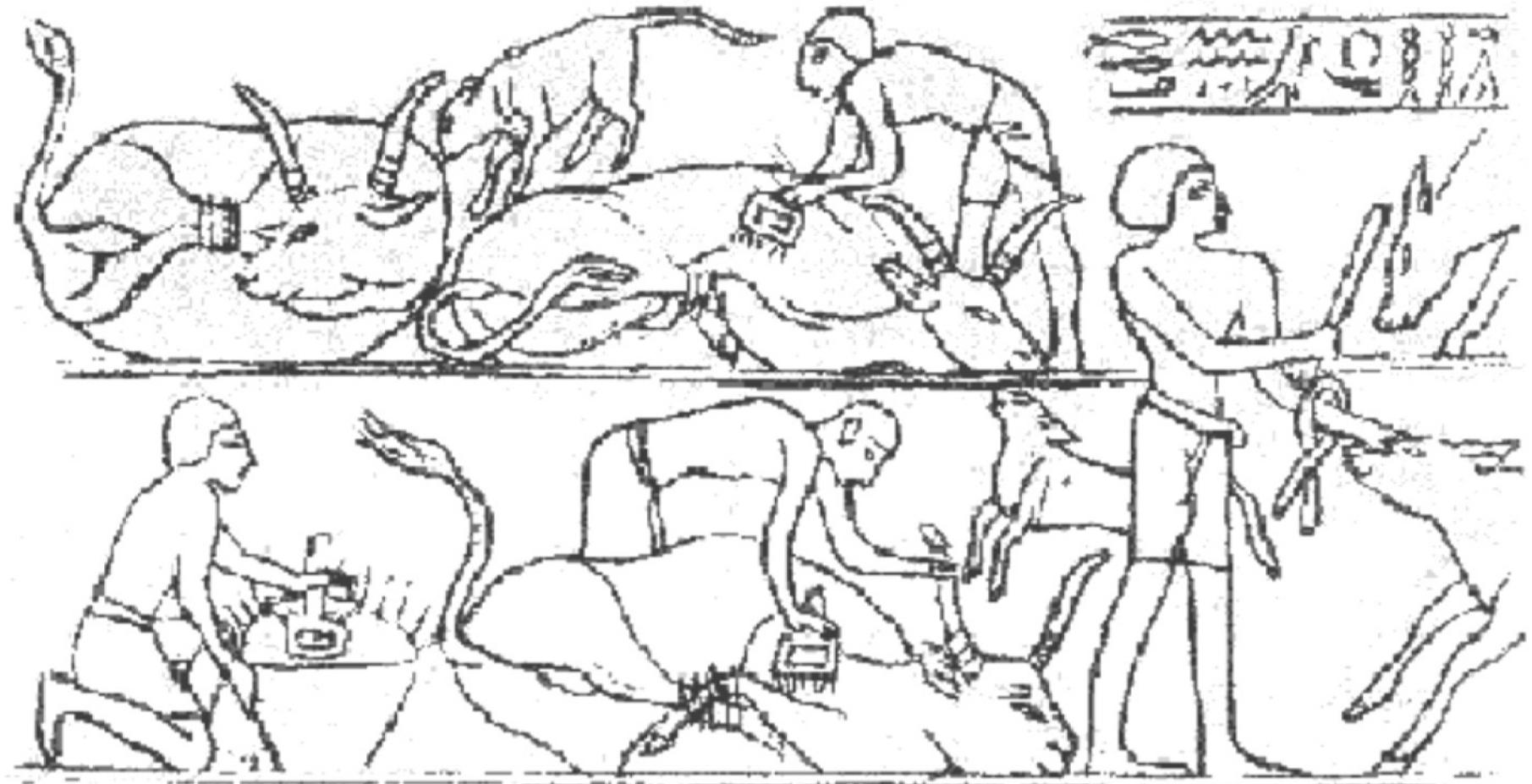




STARI VEK

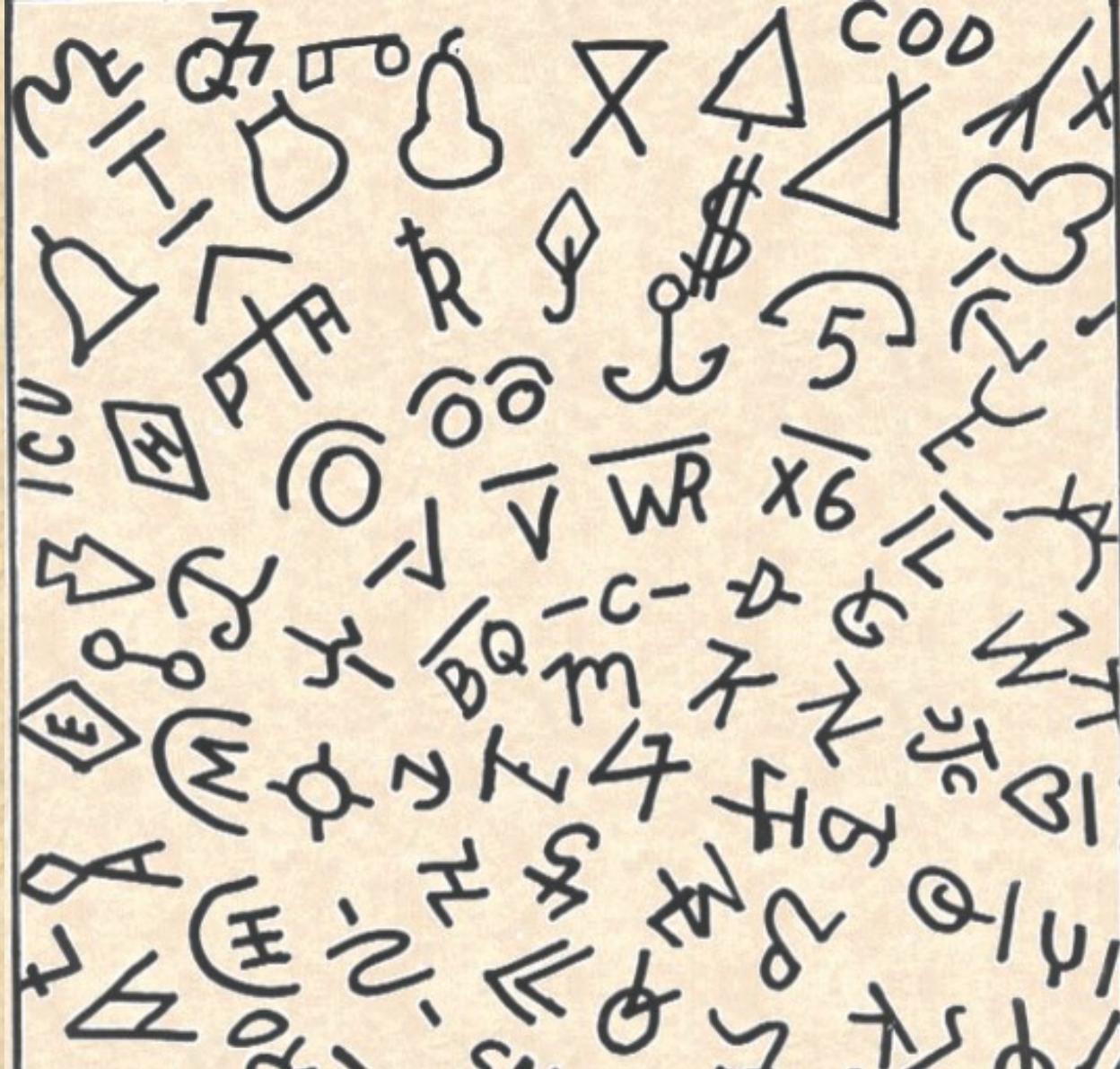
BusinessAcademy

Koreni brendiranja – STARI EGIPAT



Žigosanje stoke

BusinessAcademy



Cattle brands

PRVE OZNAKE ZA STOKU

Svaki vlasnik je imao svoj žig ili oznaku

Označavanje u starom veku

- **Stari Egipat**
 - Oznake na ciglama određuju doba vladavine faraona
- **Stari Vavilon**
 - Na ciglama hramova utisnuto ime hrama i kralja koji ga je izgradio
- **Antička Grčka i Rim**
 - Oznake na grnčariji
- **Indija**
 - Brojni predmeti





SREDNJI VEK



Trag u evoluciji brendiranja su ostavili Vikinzi,
označavajući svoje brodove namenjene pomorskim pljačkama

BusinessAcademy



SVOJSTVA BRENDA

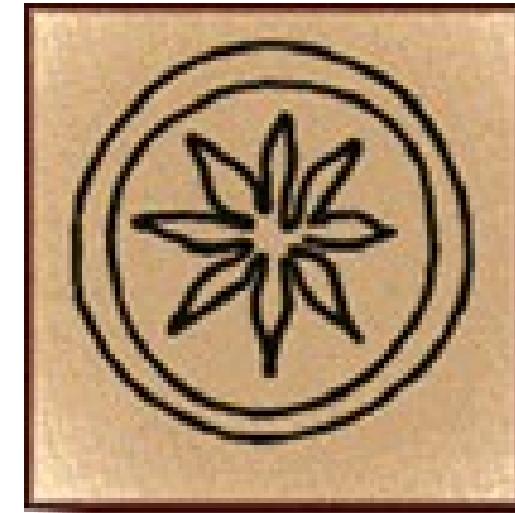
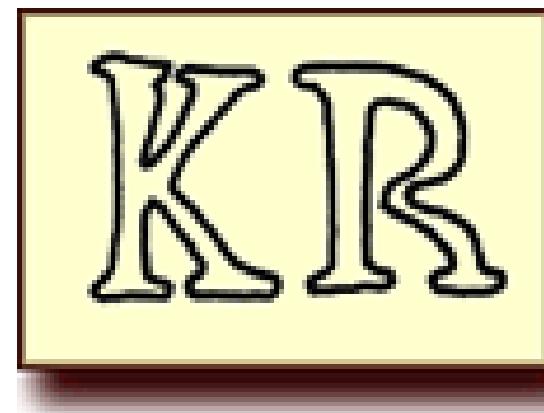
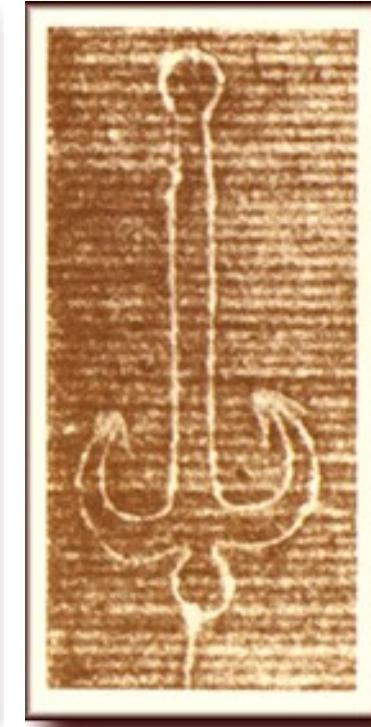
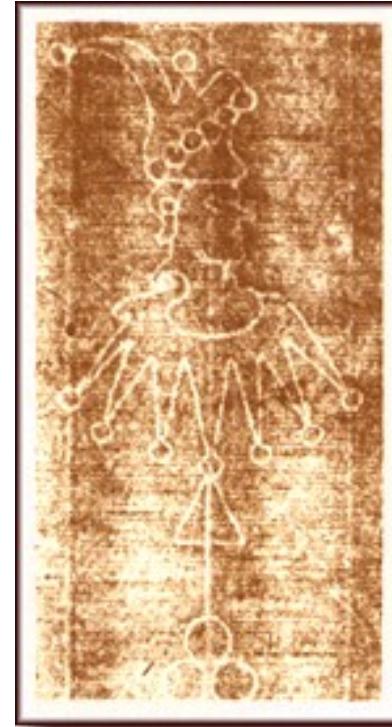
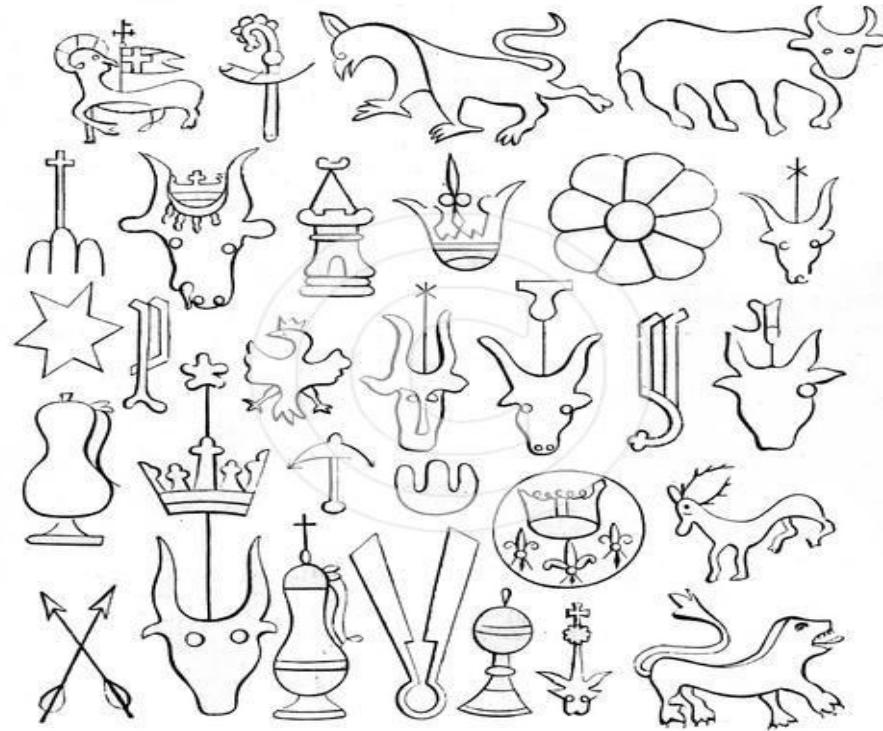
Stari vek

SIMBOL VLASNIŠTVA

Srednji vek

- **Feudalno društvo**
 - Nova svojstva brendiranja
- **Cehovi tražili od zanatlija da označe proizvode**
 - Zaštita od lošeg kvaliteta
- **Umetnici označavali dela**
 - Inicijali ili simbol
- **Prvi vodeni žigovi**
 - Italija XIII vek





Prvi vodeni žigovi

my

Srednji vek

- **Prvi zakon o zaštitnom znaku**
 - Engleska 1266. **Bakers marking law**
- **Obavezno obeležavanje**
 - Nožari, proizvođači flaša itd.
 - Zlatari i srebrnari – potpis ili lični simbol sa oznakom kvaliteta metala
- **Uvedene kazne za kopiranje znaka**
- **Vatikan**
 - Priznavanje dva tipa intelektualne svojine
 - Proizvoda/ dizajna, reputacije proizvođača i posrednika



SVOJSTVA BRENDA

Stari vek



SIMBOL VLASNIŠTVA

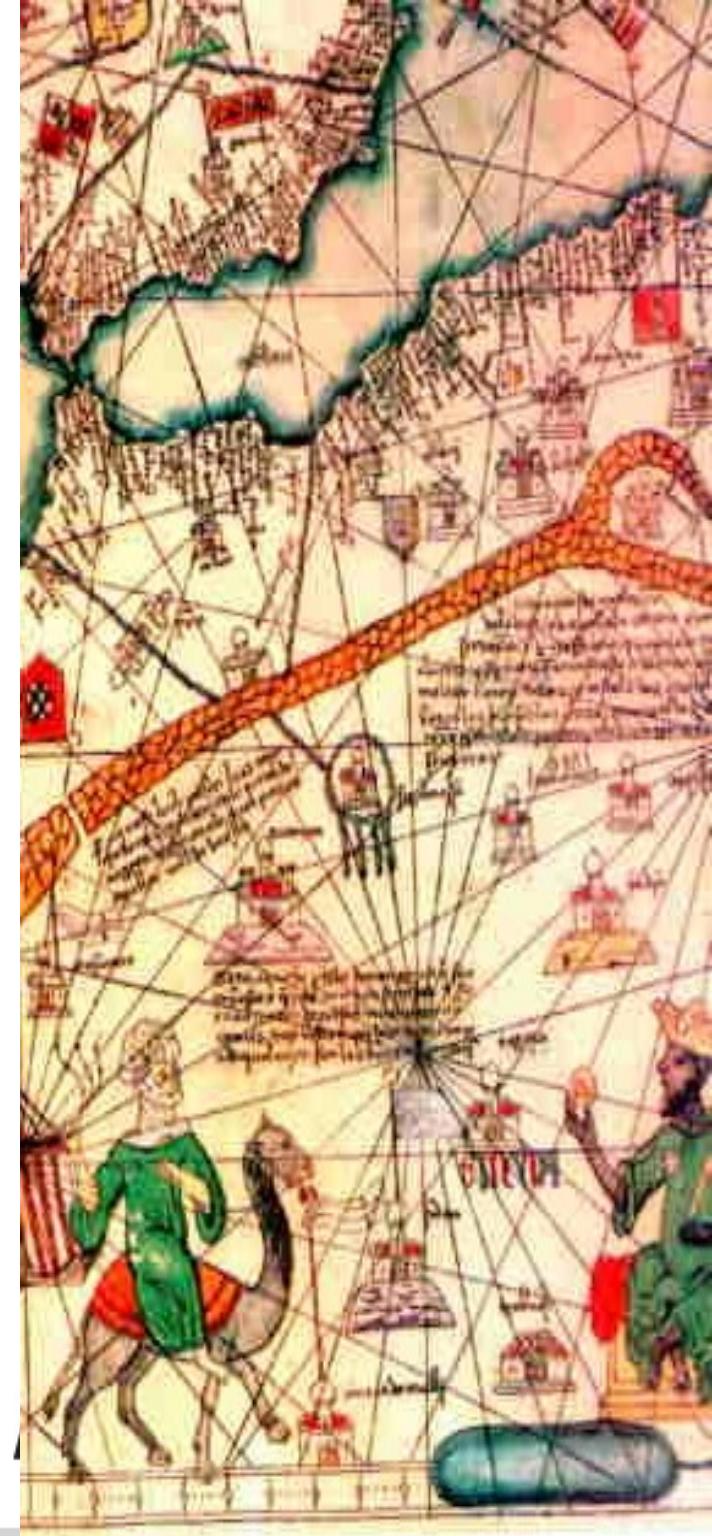
POTVRDA KVALITETA

PRAVNO ZAŠTIĆENA SVOJINA

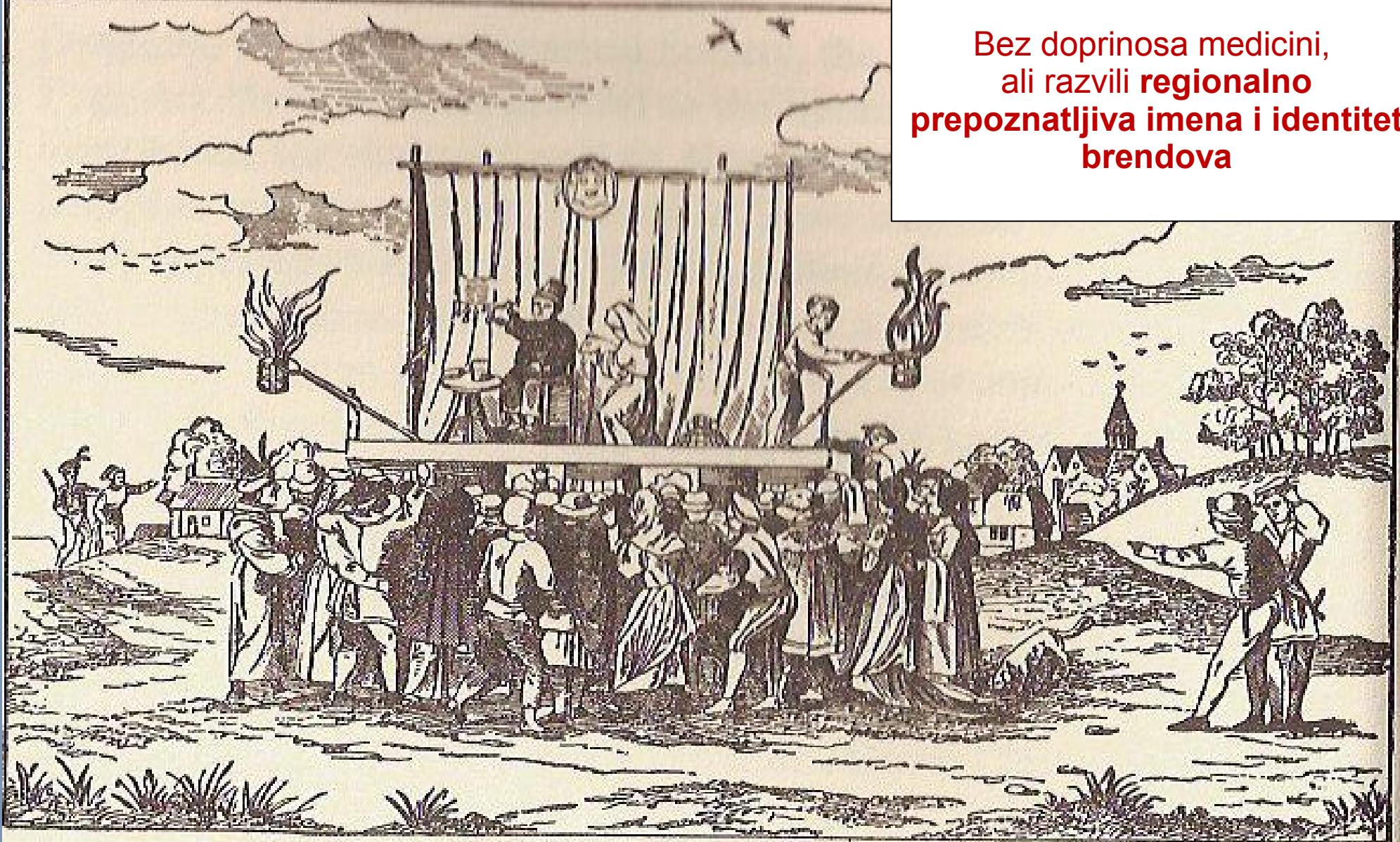
**DODAVANJE VREDNOSTI
I DIFERENCIRANJE**

Razvoj brendiranja

- Bio uslovljen razvojem trgovine i saobraćajnih veza
- Naturalni karakter proizvodnje i skromna robno-novčana razmena do pojave kapitalizma
- Povezan sa razvojem SAD
 - Brži tempo razvoja nego u Evropi
- Pioniri brendiranja
 - Nadrilekari
 - Proizvođači duvana



Bez doprinosa medicini,
ali razvili **regionalno**
prepoznatljiva imena i identitet
brendova



Putujuće prikolice i “**medicinska veselja**” nadrilekara
od 1830-ih godina, US

PIONIRI BRENDHOVI – NADRILEKOVI

Nadrilekovi

- Postali ogroman biznis u Americi i Evropi
 - **1850/1860**
- Najbučniji brendovi
 - **Lažne tvrdnje**
 - **Prodaja u radnjama**
- Prvi poslovni koji su prepoznali značaj slogana, simbola i intenzivne promocije

HAMLIN'S WIZARD OIL

THE GREAT MEDICAL WONDER.

There is no Sore it will Not Heal, No Pain it will not Subdue.



HAMLIN'S COUGH BALSAM

PLEASANT TO TAKE
MAGICAL IN ITS EFFECTS.

HAMLIN'S BLOOD & LIVER PILLS

For Liver Complaint, Constipation,
AND ALL
Disorders of the Stomach and Digestive Organs.

PREPARED AT THE LABORATORY OF

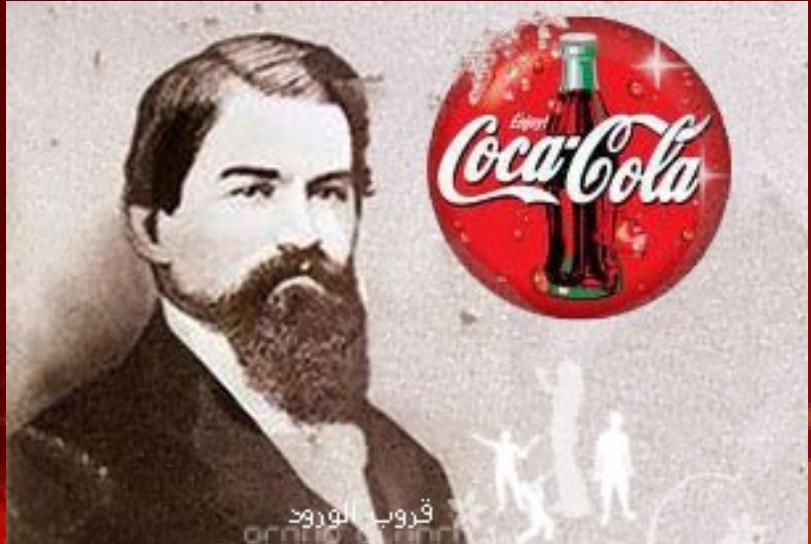


Duvan

- Rani VII vek – snopovi
- Početak XIX veka – etiketirane bale duvana
 - Smith's Plug, Brown and Black Twist
 - Cantaloupe, Rock Candy, Wedding Cake, Lone Jack
- 1860. prodaja u malim paklicama krajnjim potrošačima
 - Značaj atraktivnog pakovanja



Najveći broj uspešnih poslovnih aktivnosti
vezanih za brendiranu robu
NASTAO IZ SUMNJIVIH PODUHVATA

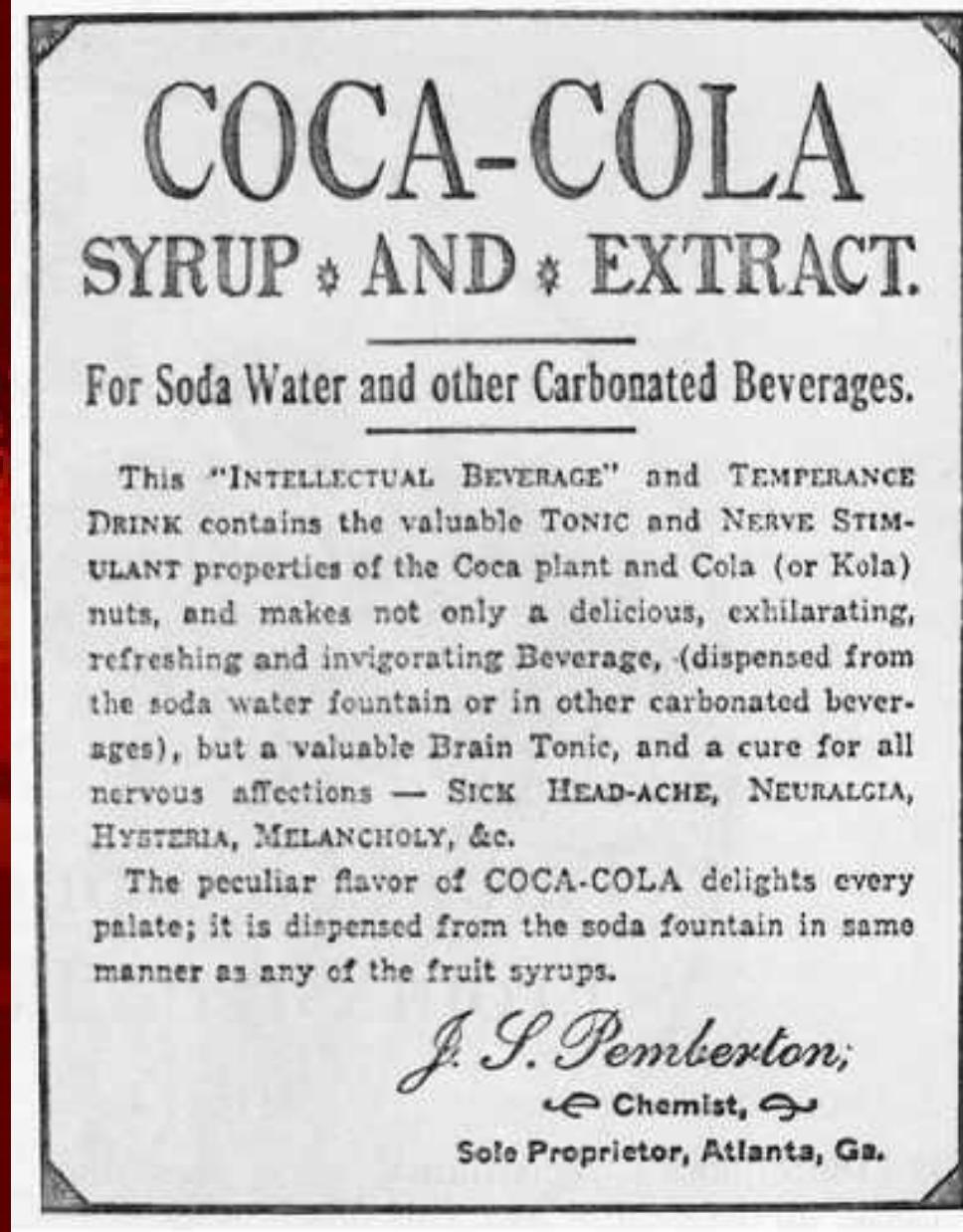


John Stith Pemberton

Priča o simpatičnom južnjačkom doktoru je mit

USPEŠNO LANSIRANA
MEĐU STOTINE SLIČNIH
NAPITAKA IZ TOG
VREMENA

Coca-Colu lansirao propali lokalni apotekar iz Atlante, 1866. godine, kada su nadrilekovi bili ogroman biznis



Prvi štampani oglas



Prva flaša

“LEKOVITI” POČETAK

Poznati prehrambeni proizvodi od žitarica



**Sredstva koja leče
slabo varenje i slične neprijatne tegobe**



Mnogo kasnije
promovisani kao
“Veseli
doručak”



Kuda Coca-Cola, tu i ostali...

- Put sledili proizvođači proizvoda za domaćinstvo
 - Sapun, prašak, imalin, čaj, čokolada, šećer, cigarete itd.

PRVI VELIKI PERIOD BRENDIRANJA

1870/1880



To su bile kompanije koje su uzele i povele
brendove iz polusveta ormarića za lekove u
kuhinju i domaćinstvo.

W. Olins

1880-1925

PERIOD NAJVEĆEG DAVANJA IMENA BRENDOVIMA

- Korišćenje korporativnog imena bila retkost
 - **Heinz, Kellog's**
- Većina koristila i individualna imena
 - **P&G, Lever Brothers koristili asocijativna imena**
 - **Lifebouy, Sunlight, Ivory...**

Početak Lever Brothers

- 1870-ih prodavao sapun, puter i ostale lako kvarljive namirnice piljarima u severnoj Engleskoj
- Smatrao da može povećati potražnju putem pakovanja, brendinga i oglašavanja
- Patentirao “posebno pakovanje” za sveža jaja iz Alstera
- Tadašnji sapun – sivkaste boje i nepostojanog kvaliteta
- Neizdiferencirana roba spremna da se razvija



William Hesketh Lever
Osnivač *Lever Brothers*

Početak Lever Brothers

- **Lever's pure honey** (1874)
- Potreba za jedinstvenim kvalitetom i zaštitnim znakom
- **Sunlight** - ogroman uspeh
 - Skoncentrisao se na distribuciju i marketing
 - Za potrebe radnog čoveka
 - Izdat priručnik
- **Lifebuoy** (1894) – drugi veliki brend
Za dezinfekciju, neprijatelj mikroba
- **Monkey brand, Vim, Plantol, Lux itd.**



Šta je odlikovalo ove kompanije

- Brendirani proizvodi za kućnu upotrebu
 - Maštoviti i inovativni proizvodi ujednačenog kvaliteta i cene
 - Razgranata distribucija
 - Intenzivna promocija u jeftinim dnevnim novinama

**GLAVNA CILJNA GRUPA
DOMAĆICE**

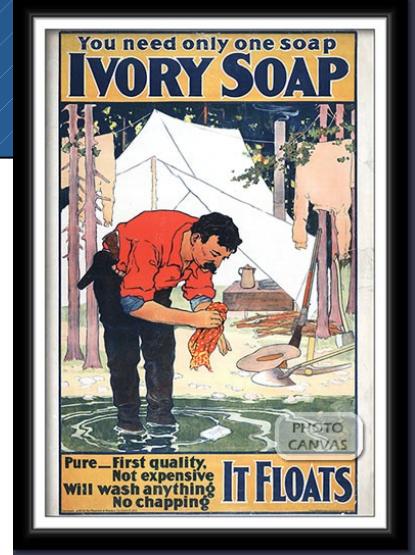
Bez obzira na nametljiv nastup, uspeli su da promene duboku ukorenjene društvene navike jedne ili dve generacije potrošača i olakšali život domaćicama u celom svetu.

Sledbenici

- Proizvođači radio aparata, šporeta na gas i struju, frižidera, pegli
- Proizvođači automobila
- Proizvođači parfema, viskija, vina

Razvoj medija

- Posteri dugo dominirali
- Štampa se razvila u vodeći medij
 - Dnevne novine, magazini
- 1930-ih raste značaj oglašavanja na radiju
 - Prve radio "sapunice" (P&G – Oxidol)
- Oglašavanje u bioskopima
- Komercijalno TV oglašavanje se razvilo tek posle II Svetkog rata
 - Prvi TV oglas 1939. u SAD (P&G – Ivory)
- **Struktura medija postaje sve složenija**



KLJUČNI MOMENTI U RAZVOJU BRENDIRANJA

POČETAK
ERE NAUČNOG
OGLAŠAVANJA

ZVANIČNO UVOĐENJE
FUNKCIJE
BREND
MENADŽMENTA

Era naučnog oglašavanja

- Početkom XX veka – saturacija ključnih potrošačkih tržišta
- Direktno nametanje proizvoda nije više pomagalo
- Okretanje istraživanju psihologije potrošače
 - **Teorije ponašanja i motivacije potrošača**



Blago pomeranje načina uticaja na prodaju

**Hard-sell
pristup**

**Apel na
RACIO**

Jaki argumenti
Direktno nametanje

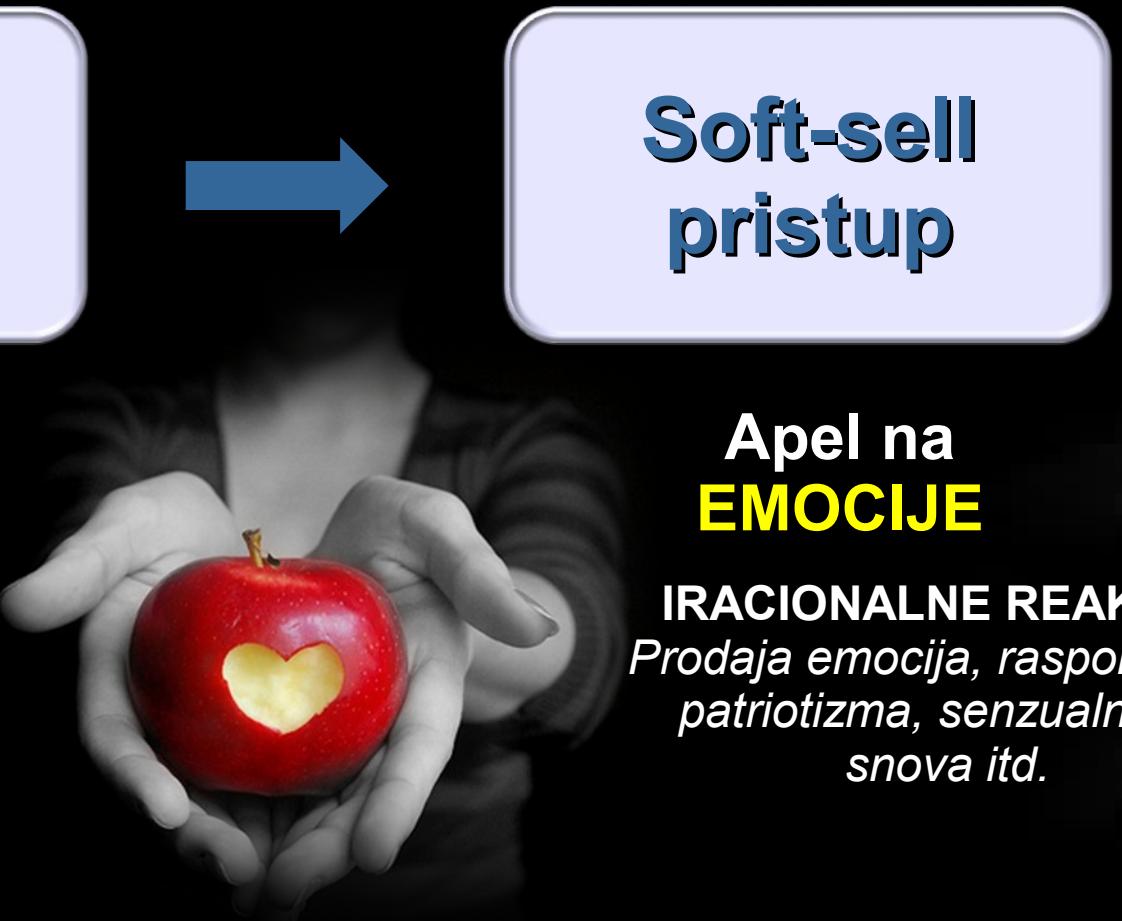
RAZLOG ZAŠTO

*“Samo Cadbury
čokolada ima jedinstven
kremast ukus”*

**Soft-sell
pristup**

**Apel na
EMOCIJE**

IRACIONALNE REAKCIJE
*Prodaja emocija, raspoloženja,
patriotizma, senzualnosti,
snova itd.*



HARD-SELL

1910]

THE LITERARY DIGEST

291

1/1000 OF AN INCH

is the Standard
of Measurement
in the



It may surprise you to know that even the costliest cars fall short of that fineness of measurement in component parts upon which the operation and the life of a motor car are wholly dependent.

What is the peculiar quality in any motor car for which you pay \$5,000 or \$6,000?

It is not reputation—no matter how fine that reputation may be; because no reputation could be worth \$2,000 or \$3,000 to each purchaser.

It is not mere external elegance.

It is a definite, concrete excellence; for which the maker is justified, in a sense, in charging.

You pay \$5,000 or \$6,000 for running qualities—and an element of longevity which no car of lesser price, save the Cadillac, will give.

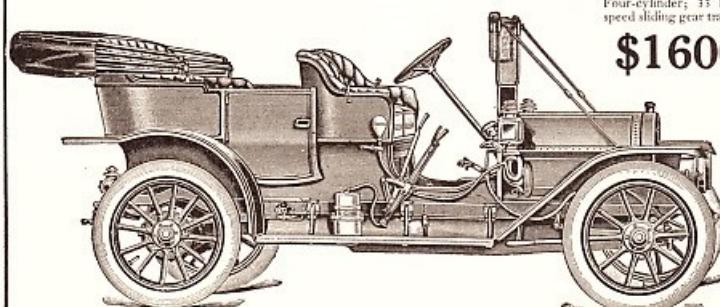
Those running qualities and that longevity are in turn *directly dependent* upon the accuracy with which more than 100 essential parts are made and the perfect alignment resulting therefrom.

Your \$5,000 car (or your Cadillac) runs more smoothly and lasts longer, because of the time, the care, the money and the expert workmanship expended in eliminating friction by producing between those hundred or more vital parts a fineness of fit which *as yet can measure and no words describe*.

And this leads to a disclosure of the utmost concern to every automobile owner.

In the production of more than ten thousand Cadillac "Thirtys" in the past fifteen months it has been demonstrated beyond peradventure that in this element of synchronization, harmony, fit and

The great Cadillac factory in Detroit is always open to visitors; and it would be a pleasure to me to offer you verification of the interesting information contained herein by a trip through the plant at any time you may be in this city.



Four-cylinder; 15 horse power; three-speed sliding gear transmission shaft drive
**\$1600 (F. O. B.
Detroit)**

Including the following equipment:—Magneto, Delco system, four-unit coil with controlling relay and dry batteries, one pair gas lamps and generator, one pair side oil lamps, one tail lamp, horn, set of tools, pump and tire repair kit, robe rail, tire irons. Furnished as Touring Car, Demi-Tonneau or Gentleman's Roadster.

CADILLAC MOTOR CAR COMPANY

Members Associated Licensed Automobile Manufacturers. Licensed under Selden Patent

- DETROIT, MICHIGAN

Our readers are asked to mention THE LITERARY DIGEST when writing to advertisers.

SOFT-SELL

1910

COUNTRY LIFE

29



The famous "Model" Passenger—\$1600
"C. S. S. Series."

PAIGE

*The Most Beautiful
Car in America*

In every action of the nation you will find that Paige cars are regarded with respect and confidence. They possess that rare faculty of "making friends" and this, after all, is the final test of any manufactured product. But Paige popularity, photo resealer, is not mere *popularity*. We have never produced a cheap car—and never shall. We believe that freedom from repair bills and excessive depreciation is infinitely more desirable than a mere "watch-piece" for price. So we use only the best of materials and workmanship—regardless of cost. We willingly pay the price of true economy.

In brief, we build enduring satisfaction into every car that leaves this plant. We take the necessary time and pains to see that each individual car is worthy of ourselves and our owners—or it cannot bear the Paige name plate. We build in the one way that we know how to build. For Quality, then, but not all time.

Such a policy may not be spectacular—but it is sound. It produces motor cars that will suffice any guarantee that we might write for them. It protects and honors the great volume of good will which is the most valuable asset of this company.

PAIGE—DETROIT MOTOR CAR CO., DETROIT, MICHIGAN



1900

1910

MEĐUSOBNA USLOVLJENOST RAZVOJA



MEĐURATNI PERIOD

- Prvi Svetski rat je omeo razvoj brendova
- Posle rata nastaje potrošnjom pokretano društvo
- Konstantna pojava novih brendova

MEĐURATNI PERIOD

To bring most Happiness...
Gifts long remembered
... Ones you'd choose for yourself!



HERE are gifts of enduring beauty... gifts that will bring much joy and happiness to a woman's heart... once she'll use every day and cherish with pride for long years to come.

If you wish your gifts to live—and to keep the memory of your affection fresh for life, then choose Hotpoint electric gifts. Gifts bearing this treasured name are built on an ideal of fine craftsmanship, for lasting service and ever youthful beauty through the years.

Yet Hotpoint gifts may be purchased for as little as \$2.50. Your electric company or dealer will gladly show you a wide selection from which to choose.

Hotpoint "Dishman" Portable Electric Range, for electric cooking, includes a 6-quart kettle, 2 electric burners, 2 electric ovens, 2 electric broilers, 2 electric dryers, 2 electric water heaters, and 2 electric clothes dryers. For selected gift money, write to us.



"What Mother Really Wants" 1931 model, Hotpoint Automatic Electric Range. Telechron timer-clicks while you are over. 10-SPEED CALORO heating element. Superquik convection. Ask your electric company about special Christmas offers.



Hotpoint Safety Automobile Iron. Self-cleaning, self-starting, self-stopping, controlled from switch. Exclusive Safety-Ready Heat. Flameless heat. Gas-free system. Blue. Glass base.

Hotpoint Automatic Electric Range. Includes Timer, Telechron, 10-Speed Caloros, and 10-Speed Dryer. The unique and exclusive 10-Speed Caloros offers advantages on the range of electric ranges. Ask your electric company about special Christmas offers.

Hotpoint GENERAL ELECTRIC
Gifts

In order to receive our free catalog, write to:



The "Frigidaire Cold Control"

you more about the Hydramatic. Among the recipes in this book are many you'll want to try. They're new and delightfully different. This book, of course, is free. And with it we'll send a copy of the Frigidaire catalog. Just mail the coupon ... today. Frigidaire Corporation, Dayton, Ohio. In Canada, address Frigidaire Corporation, 1804 Building Tower, Toronto, Ontario.

But let us tell you more about these features. Call at the nearest display room. Ask for a complete demonstration of Frigidaire, the famous

"Cold Control" and the Hydramatic. **FREE SALAD RECIPE BOOK.** In the meantime send for our special salad recipe book which also tells

Hydramatic,
Dayton, Ohio.

Please send me your
free salad recipe book and
the Frigidaire catalog.



FRIGIDAIRE
More than a Million in use

Na scenu stupaju proizvođači radio aparata, šporeta, frižidera, pegli

MEĐURATNI PERIOD



A Quiet Assurance of Quality
that Speaks Eloquently
to People of Taste . . .

To step from your library or drawingroom into Cadillac or La Salle involves no change in the general environment . . . There is no stinting or skimping or saving in the design and adornment of Cadillac-La Salle interiors, because the lavish volume awarded them by thousands of particular people renders that process unnecessary. . . . It is the whole purpose of the Cadillac Motor Car Company to see to it that you merely exchange the comforts and luxuries of your home for the comforts and luxuries of the finest possible motoring. . . . Exquisite mohair, broadcloth and velours—not merely woven for Cadillac-La Salle but designed for them by artists of unquestioned caliber. . . . Paneling equal to the most beautiful cabinet work in your home; fittings of silver or silver finish, again not merely made for

Cadillac-La Salle but especially designed for them. . . . So it goes—

In every detail of Cadillac-La Salle interiors, as well as exterior, a quiet assurance of quality which speaks eloquently to people of taste and most emphatically to every observer when contrasted with ordinary motoring practice. . . . Define Fisher and Fleetwood coachwork render Cadillac and La Salle the finest and smartest cars on the streets of the world. . . . La Salle is priced from \$3295 to \$4750; Cadillac from \$3425 to \$5995; Fleetwood up to \$6000—all prices f.o.b. Detroit.

CADILLAC MOTOR CAR COMPANY
Detroit, Michigan Division of General Motors Oshawa, Canada

**CADILLAC
LA SALLE
FLEETWOOD**

True 1930 Good Housekeeping

*Do you know
for what a moderate sum
you can own a New
La Salle?*

Because of their deep regard for La Salle's high place among the fine cars of the world, many people do not realize that La Salle is not a costly car to own. The initial expenditure is very little more than the price of many automobiles of less distinguished character. As a result of the thorough quality Cadillac creates with its fine design and precise craftsmanship, the expense for La Salle's operation and maintenance is surprisingly small. And, finally, La Salle's finished style and faithful performance impress unusual spirit of ownership. One is happy to keep a La Salle over a much greater length of time and drive it a great deal farther than a lower commodity. In fact, the word figure often proves that many who are now driving lower priced cars might very profitably be enjoying the prestige and satisfaction of owning a La Salle. Why not get the facts from your Cadillac-La Salle dealer today? La Salle prices from \$2295; Cadillac from \$2750. G.O.C. Detroit.



Proizvodači automobila – velika grupa oglašivača
Tema – Luksuz i zavođenje

MEĐURATNI PERIOD



BUICK, 1930

*Business*Academy

MEĐURATNI PERIOD

LES POUDRES
COTY

Like coolest morning mist on your skin these exquisite after-bath powders of COTY give a blossomy fragrant loveliness to your body — and a glorious freshness. In the light, inspiring odours they harmonize perfectly with the smart outdoor vogue of COTY Flower Perfumes.

TALC
IN ALL COTY
ODEURS . PRICE \$1.00

POUDRE APRES LE BAIN
(Dusting Powder)
IN ALL FAVOURITE COTY
ODEURS. WATERPROOF
BASE BOX. LARGE LAMB'S
WOOL PUFF. PRICE \$1.00

COTY
714 Fifth Avenue, New York
PLACE VENDOME — PARIS

Nov. 22, 1930 THE ILLUSTRATED LONDON NEWS 943

Buchanan's

The best spirit for the Christmas season — for all seasons— for all who appreciate fine quality-

Scotch Whiskies

"BLACK & WHITE" AND "LIQUEUR"

Luksuzni proizvodi – viski, vino, parfemi
Tema – šarm, stil, originalnost

- P&G 1931. godine zvanično uvodi funkciju brend menadžmenta
- Zaslужан за uspeh mnogih kompanija
 - Kraft, General foods, General Mills, P&G, Pillsbury, Heinz, Pepsi Co.



POSLERATNI PROSPERITET

40-te i 50-te godine XX veka

KOMERCIJALNA REVOLUCIJA

Čin nabavke proizvoda prestaje da ima marginalnu ulogu

TRŽIŠTE PREPLAVLJENO SLIČNIM
BRENDOVIMA

POTPUNO ISCRPLJENE
MOGUĆNOSTI APELOVANJA NA
OSNOVNE POTROŠAČKE POTREBE

Potpuno pomeranje načina uticaja na prodaju



**Hard-sell
pristup**

Apel na
RACIO

USP

Unique selling
proposition

Jedinstveni prodajni
predlog

**Soft-sell
pristup**

Apel na
EMOCIJE

ESP

Emotional selling
proposition

Emocionalni prodajni
predlog

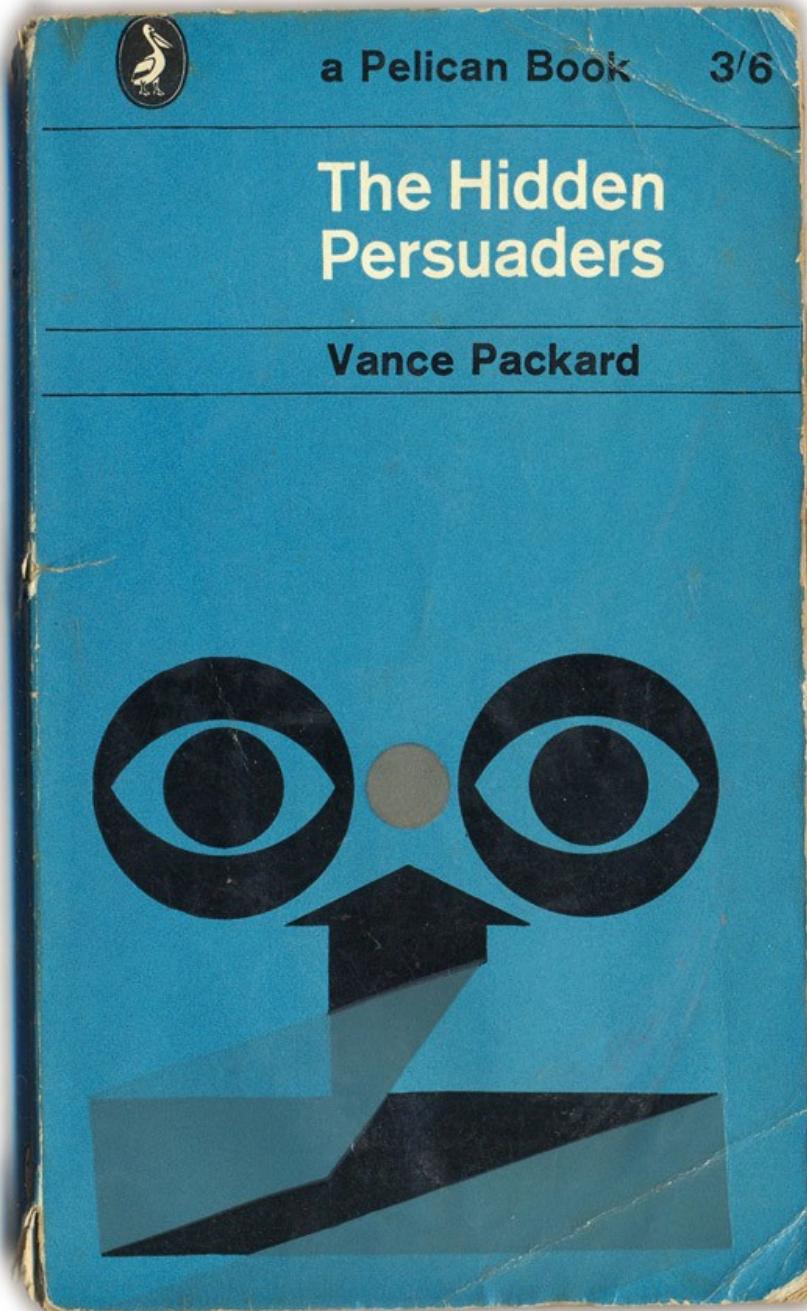


U potpunosti inoviran način marketinga



VIRTUELNA KREATIVNA REVOLUCIJA
Od 60-tih godina XX veka

Osnovni pojam
IMIDŽ BRENDА



TEMA

Manipulisanje potrošačima
putem oglašavanja i
promocije

ERA POZICIONIRANJA

70-te godine XX veka

Postalo je bitno
kako je vaš brend rangiran
u odnosu na konkurentske
brendove

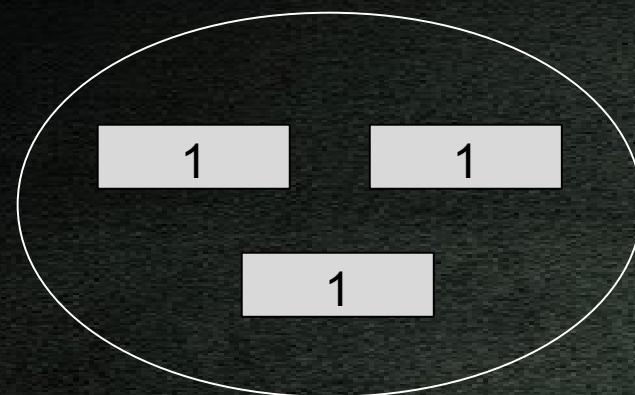
...što opredeljuje kupovinu



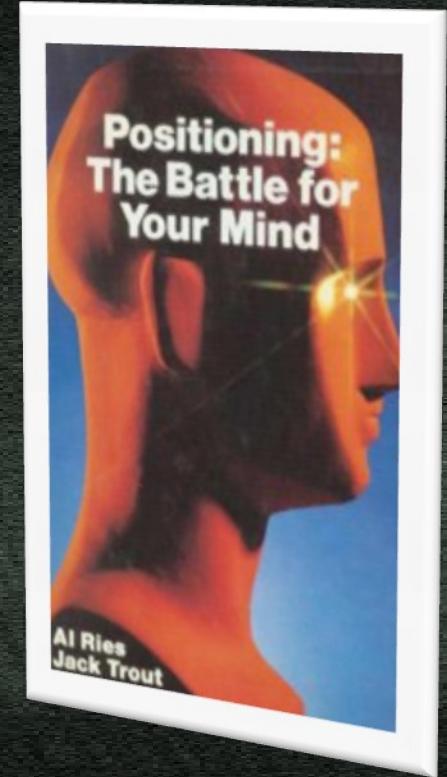
Koncept predstavili 1969. godine Al Ries i Jack Trout SVECI POZICIONIRANJA



Brend lestvice



Paritet brendova



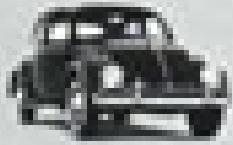
Pamtimo samo određeni broj brendova

POTREBA ZA
PROMIŠLJENIJIM NAČINOM SPROVOĐENJA
MARKETINŠKIH AKTIVNOSTI

POZICIONIRAJTE SE !



... ili ćete biti pozicionirani.



Think small.

The only car with the look of a quality
classic.

A couple of dozen vintage cars don't
fit on anyone's road.

The guy at the gas station doesn't
know the first thing about it.

It probably costs more to run than
it does to own.

It hasn't even got you the right
image.

Now don't you have 10 miles to the gas
station? And you're going to get there.

Or using the price of a meal at the
gas bar.

Or more heating and taxes.

Or having an 80,000 mile car a year old.

That's because once you get used to

one of our classics, you won't ever
want another one ever.

Or taking your car to a used
car lot.

Or getting a used car lot.

Or making a used car lot the
first place you go.

That's because once you get used to



BusinessAcademy

**There's no cola
like The Uncola.**

Because The Uncola was made to
go the colas one better.
Fresh, clean taste.
No after taste. Never too sweet.
Gets down to a thirst
like no cola can.
7UP... The Uncola.
Un in a million.



**There's no cola
like The Uncola.**



(They'll need one!)

BusinessAcademy

Avis is only No.2 in rent a cars. So why go with us?



We try harder.
(When you're not the biggest,
you have to.)

We just can't afford dirty ash-trays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.

Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

AVIS[®]

We try
harder.[®]

BusinessAcademy

KARAKTERISTIKE 70-ih

- Brojni konzumeristički pokreti
- Energetska kriza
- **Uvođenje koncepcije društveno-odgovornog marketinga**



Najveći industrijski koncerni su uložili milione dolara da bi istakli svoju društvenu odgovornost

PORAST MORALNE SVESTI POTROŠAČA

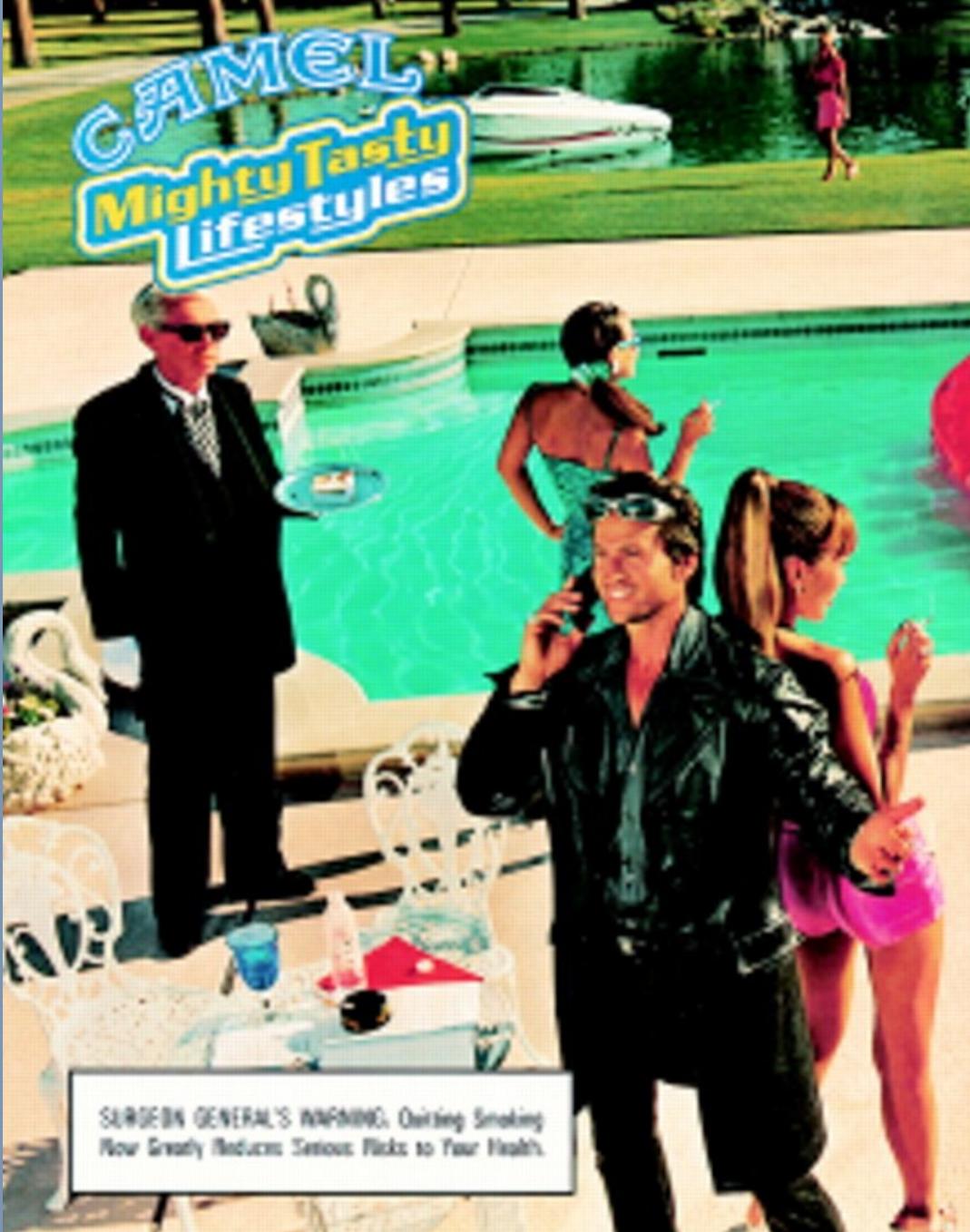
**Odraz na
oglašavanje brendova**

BusinessAcademy

“JA” GENERACIJA



ISTICANJE LIČNIH VREDNOSTI I SAMOISPUNJENJA

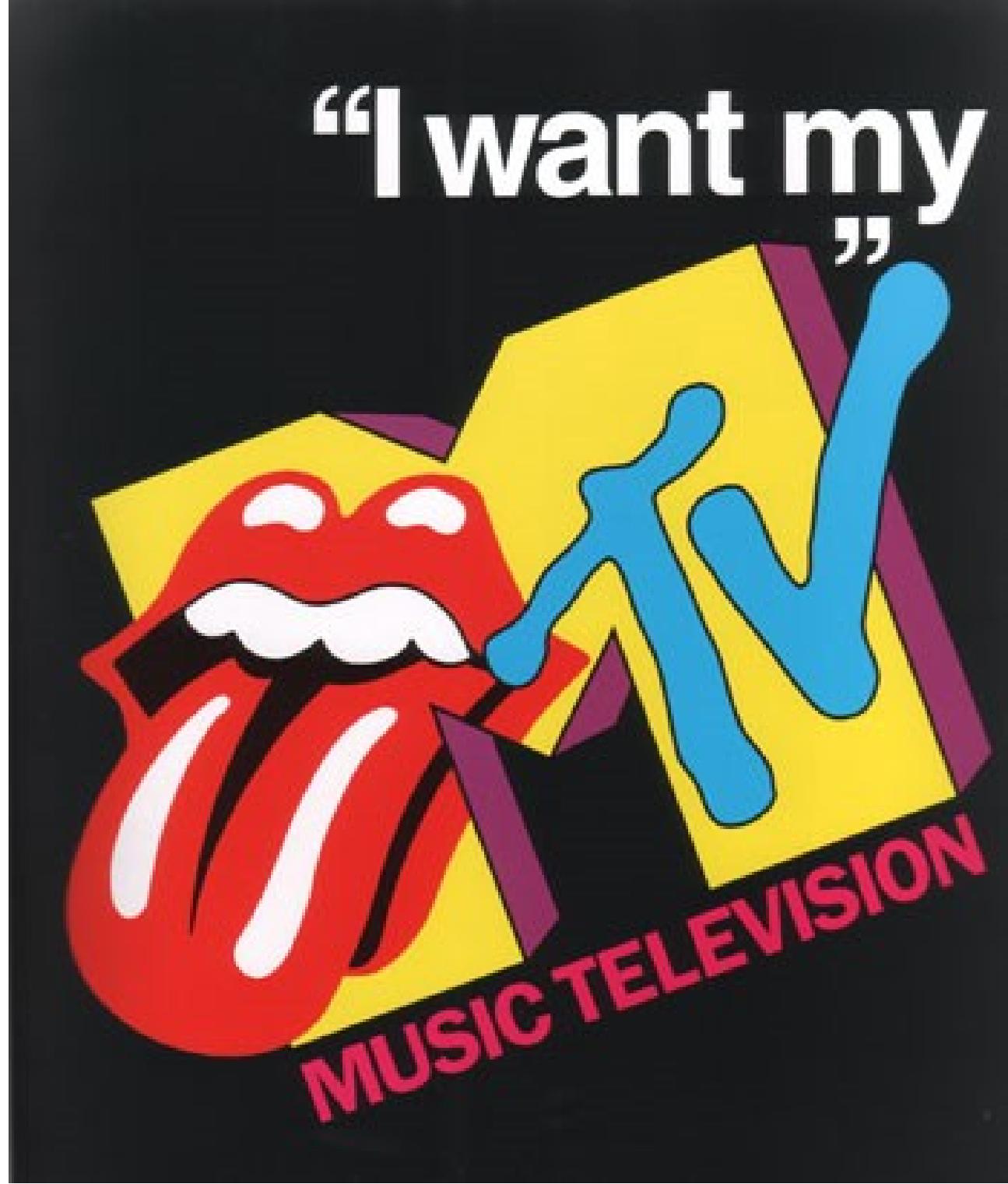


Komplement
“ja” generacije

PRODAJA ŽIVOTNOG STILA

Proizvod postaje sekundaran

Debitovanjem **MTV**-a 1981. godine, sa svojim "frenetičnim" video slikama, reklama je u potpunosti promenila svoju prirodu.





POČETAK ERE SNOBISTIČKOG OGLAŠAVANJA
Predstavljanje životnog stila bogatih, u čiji svet se ulazi
posedovanjem određenih brendova

**Kupujući sve više, možete u
potpunosti da se transformišete,
a to “više” će Vas učiniti
bogatijim i važnijim u društvu**

BREND PREDSTAVLJA VAS LIČNO

Od tada je sve počelo da se menja...

*Brendovi su iznenadno iskočili iz uskog, strого
kodifikovanog sveta u kojem su odgajani i u roku od
samo nekoliko godina postali komercijalni, a zatim i
kulturni fenomen neviđene snage i uticaja...i sviđalo se
to nama ili ne – deo vazduha koji dišemo!*

W. Olins

GLAVNI VEKTORI PROMENA

PROMENA PREDSTAVE O BRENĐU



PROMENA PREDSTAVE O BRENĐU



UNITED COLORS
OF BENETTON.

emy

MIGRACIJE U BRENDINGU

Vođstvo u brendingu prešlo u vlasništvo
dinamičnijih i fleksibilnijih poslovnih delatnosti

PROIZVODI ZA
DOMAĆINSTVO

USLUGE

MALOPRODAJN
I OBJEKTI

KORPORACIJE



Rast od 90-ih

Akcenat na doživljaj

FINANSIJSKE USLUGE
TELEKOMUNIKACIJE
Ogromni budžeti

NOVE OBLASTI BRENDIRANJA

SPORT



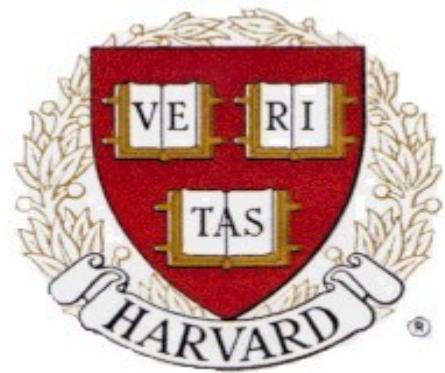
UMETNOST

OBRAZOVANJE

**DOBROTVORNE
ORGANIZACIJE**

FONDACIJE

**GRADOVI
REGIONI
NACIJE**



PREPOZNAVANJE ZNAČAJA NEOPIPLJIVE IMOVINE



WITHOUT THE BRAND,
COKE'S GLASS WOULD
BE HALF EMPTY.

COKE'S MARKET CAP,
INCLUDING BRAND VALUE:
\$120 BILLION

ONO ŠTO BREND ZNAČI ZA
POTROČA,
IZNAD VREDNOSTI
OPIPLJIVE IMOVINE



COKE'S MARKET CAP,
NOT INCLUDING BRAND VALUE:
\$50 BILLION

MEDIJI



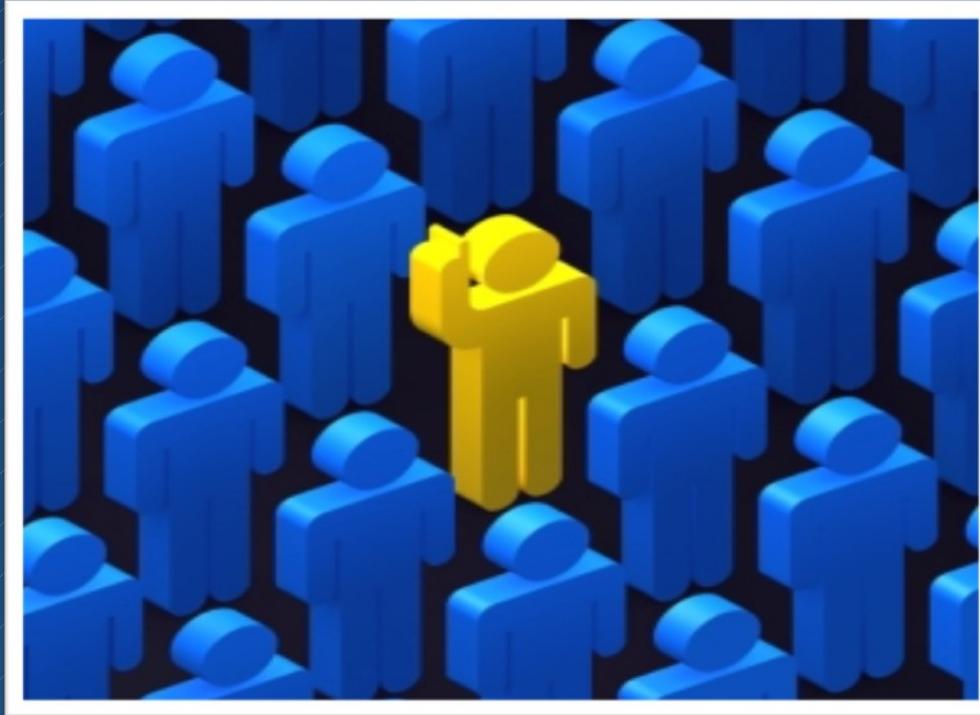
Uticaj krize – transferisanje sredstva na jeftinije medije
Prelazak sa ATL na BTL kampanje

POMERANJE RELATIVNE SNAGE SA PROIZVOĐAČA NA PRODAVCA

Kupovina=Zabava



Šta još ponuditi potrošaču,
a da to već nije video?



BRENDIRANJE POMOĆU ČULA EMOCIONALNO BRENDIRANJE

Osmišljavanje neposrednog dijaloga sa potrošačem

Danas brendovi stvaraju priče



Nije najvažnije biti prvi,
najvažnije je da pronađete **SVOJ** put





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THE
SECOND
COMING.



OUR GAME OUR TIME.





JUST DO IT



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Created by Michael Novak

for a fresher world ★ Heineken



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