BRANDING CROATIA PROJECT

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Ireland is the island of character and characters.
IRELAND

I feel Slovenia.
SLOVENIA

The land with the real spirit.
SCOTLAND
A BRAND IS...

...a cluster of unique and likeable experience

...a promise of positive experience

...the result of one’s interactive relationship with the environment, meaning that all communication efforts should communicate synchronized and valuable information

Branding is a long-term project, with ambitious and long-term goals, and it should not be considered as a one-time advertising campaign.
A NATION BRAND IS…

…a combination of different elements that ensure the differentiation between countries

…the difference should be based in a nation identity, people, history, culture, economy, and governance, but also in social and political clusters of perceived values

Countries without branding strategy suffer from accidental or anecdotal perceptions, which may lead to stereotyping…
NATION BRANDING SHOULD...

…be visionary, oriented to aspirations and (near) future

…be rooted in optimism and positive characteristics of a country

…be liked by country’s inhabitants

…stand above and beyond „daily” politics

…be considered as a long-term national project

…be regarded as a unifying factor for domestic people, and a competitive tool in international context
CROATIAN IDENTITY AND BRANDING…

…a result of a heterogeneous group of people, representing the structure of a Croatian society, released from political constraints, who reached a consensus about the results…

…visionary, oriented to aspirations and (near) future

…rooted in optimism and positive characteristics of a country

…proved to be liked by Croatian citizens

…gives guidelines for a long-term national branding project
PHASES OF BRANDING

CONCEPT & GUIDELINES
BRAND IDENTITY & BRAND ESSENCE

CREATIVE & COMMUNICATION CONCEPT
DESIGN, REASONS TO BELIEVE, MESSAGES

IMPLEMENTATION
PRODUCTION, OPERATIONS,
LONG-TERM MANAGEMENT
PHASES OF BRANDING

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PRODUCTION, OPERATIONS,
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GOAL OF THE PROJECT ‘IDENTITY AND BRAND OF THE REPUBLIC OF CROATIA’

to develop guidelines for the development of Croatian national brand, grounded in Croatian national identity
PARTICIPANTS

...stakeholders representing different sectors and industries:

culture, history, art, business, entrepreneurship, ICT, technology, industry, innovators, sports, academia, tourism, gastronomy, environmental protection, energy, NGO, young people, design, marketing, communication, social media influencers

Moderators:

professor Dubravka Sinčić Ćorić, Ph.D.,
Vera Matejčić-Lupić (prof. psych.),
Nada Kaurin Knežević (mag.oec, marketing expert)
**METODOLOGY**

**WORKSHOP I**
10. 11. 2018.

**WORKSHOP II**

**WORKSHOP III**

**WORKSHOP IV**

**PRESENTATION**
25. 4. 2019.

**ROUND TABLE**
17. 10. 2018.

**CHECK POINT I**
100 interviews with the representatives of diverse stakeholders, aimed to check the content developed to this point.

**CHECK POINT II**
Perceptions of attributes of Croatia as a brand national representative sample.

**CHECK POINT III**
External validation
M&CSAATCHI (London, UK)

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Method of collecting the data: CAPI (omnibus)
Sample: sample size = 1000 citizens of Croatia older than 15
two-dimensional stratification
data collection made by agency IPSOS, March 2019.
METHODOLOGY

• Combined methodology for leading the group discussions (scenario planning, branding, marketing, organisational psychology)
• Small groups discussions
• Plenary discussions
• Matrix analysis, Mind-mapping, Story-telling technique and Competitive analysis
• Capstone’s model and BrandKey model for nation branding
• On spot analysis
• Instant documentation of the process
• Qualitative and quantitative research methodology
• External review
KEY RESULTS

KICK-OFF ROUND TABLE
- expectations
- methodology of the process

WORKSHOP I
- terms and definitions, raw information from participants, content

WORKSHOP II
- areas
- frame of reference

WORKSHOP III
- brand identity/brand essence
- brand architecture and dimensions of the model

WORKSHOP IV
- implications
- primary research

PRESENTATION
- of the guidelines to the Government of the Republic of Croatia, and other key stakeholders...
  - in progress
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RELEVANT CROATIAN IDENTITY AND BRAND DIFFERENTIATORS

…developed by working group and confirmed by Croatian citizens
1. PEOPLE

...Croatians are open, passionate, proud, hard-working, hospitable, with a strong character, always ready to help each other (from Homeland war to Mila), successful in sports, science, culture and business

Top 15 characteristics that describe ourselves as a nation, as well as how we would like to be described, and which we would like to develop
2. LIFE-STYLE

...Croatia is a safe country, offers a possibility for a balanced and relaxed life, where people successfully balance between their ambitions and pleasure, between work and family and friends.

Agreement with the item:  
*People in Croatia care about each other.*

I agree 63%  
Neither agree/nor disagree 23%  
I disagree 14%

Agreement with the item:  
*One feels safe in Croatia.*

I agree 62%  
Neither agree/nor disagree 23%  
I disagree 15%
3. NATURAL BEAUTY AND DIVERSITY

…Croatia has a beautiful and bio-diversified nature, rivers and the sea, mountaines and plains, national parks and reservates…ensures fabulous experiences at small territory.

...beautiful scenery, beautiful country, and diversity are TOP 1 RESPONSES when asked what would Croatians say to someone, in order to persuade him or her to move to Croatia, or visit Croatia, but they are also the first associations about Croatia, if talking to someone who has never heard of Croatia.

In all questions asked, more than 80% of Croatian citizens put Croatian natural beauty at the first place.

Agreement with the item:

*In Croatia, you can experience a lot of diversity at small territory.*
4. PRESERVED AND INNOVATIVE…JUST RIGHT FOR BUSINESS

… Croatia is preserved and innovative country, offers a lots of opportunities for investments in new technologies and renewable sources of energy, has rich natural resources and creative, hard-working, talented and multi-lingual people, as a base for an economic success.

Croatia constantly confirms how innovative it is. For instance, in 2017, 10 Croatian enterprises were among the 50 fast growing technological enterprises in the Middle Europe, according to Deloitte competition.

Agreement with the item:
Croatia has a preserved natural environment.
5. **SOCIAL RESPONSIBILITY**

...Croatia ensures health-care solidarity system and education for all citizens.

Agreement with the item: *Everybody in Croatia can get education.*

- I agree: 62%
- Neither agree/nor disagree: 20%
- I disagree: 18%

Agreement with the item: *In Croatia health-care is accessible to everyone.*

- I agree: 53%
- Neither agree/nor disagree: 22%
- I disagree: 25%
6. CULTURAL RICHNESS

…Croatia is a cultural gem, through the cultural heritage connects East and West, Mediterranean and continental Europe, traditional and contemporary art, and offers preserved and globally recognized unique cultural heritage.

Agreement with the item:

In Croatia, we are proud of our cultural and historical heritage.

…besides different sources that confirm Croatian cultural and historical heritage, Croatia successfully develop creative industry, as well!
Croatia is „sweet and sour”, offers food „with a taste”, original and domestic food and dellicacies.
Croatia has all neccessery to become…
... just right!

Hrvatska ima sve predispozicije da postane…
... zemlja po mjeri čovjeka.

CROATIAN BRAND ESSENCE
BRAND ESSENCE IS NOT A SLOGAN

Brand essence is the soul and the heart of the brand,

the meaning of the brand,

brand DNA.

Slogan is a word or a phrase, a message that calls for action

Slogan rely on the brand essence, but is rarely spoken as a part of it
TARGET GROUPS

- Diplomacy
- Diaspora
- INVESTORS AND BUSINESS PEOPLE
- Croatian Citizens
- Polititians
- Media
- Tourists
- Consumers
- International Institutions
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GUIDELINES FOR DEVELOPING AND MANAGING CROATIAN IDENTITY AND BRAND

…developed by working group
GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

1 To establish an official governmental body for Croatia’s branding (project director, board and budget, monitoring committee)
To define symbols representing Croatia as a brand

To synchronize visual identity in all presentations and communication materials of Government’s, Parliament’s and Presidential bodies and organisations.
GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

3 To systematically and continuously research perceptions of Croatian identity and brand among different target groups
GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

4 To define activities for managing Croatian brand in specific areas
GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

5. To organize public debates and conferences about national values, in order to raise the awareness of Croatian national identity among Croatian citizens.
GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

6 To develop a mid-term plan of activities that include presentation of Croatia

To synchronize presentations, key messages and brand values
GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

7 To develop a central, interactive multi-lingual web site, with all relevant information about Croatian identity and brand.

To include social media and influencers in promoting the general idea of Croatian identity and brand.
OPPORTUNITIES TO PRESENT CROATIA AS „JUST RIGHT!”

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THANK YOU FOR YOUR ATTENTION!