

COMMUNICATION MANAGEMENT FORUM 2019

BRANDING CROATIA PROJECT

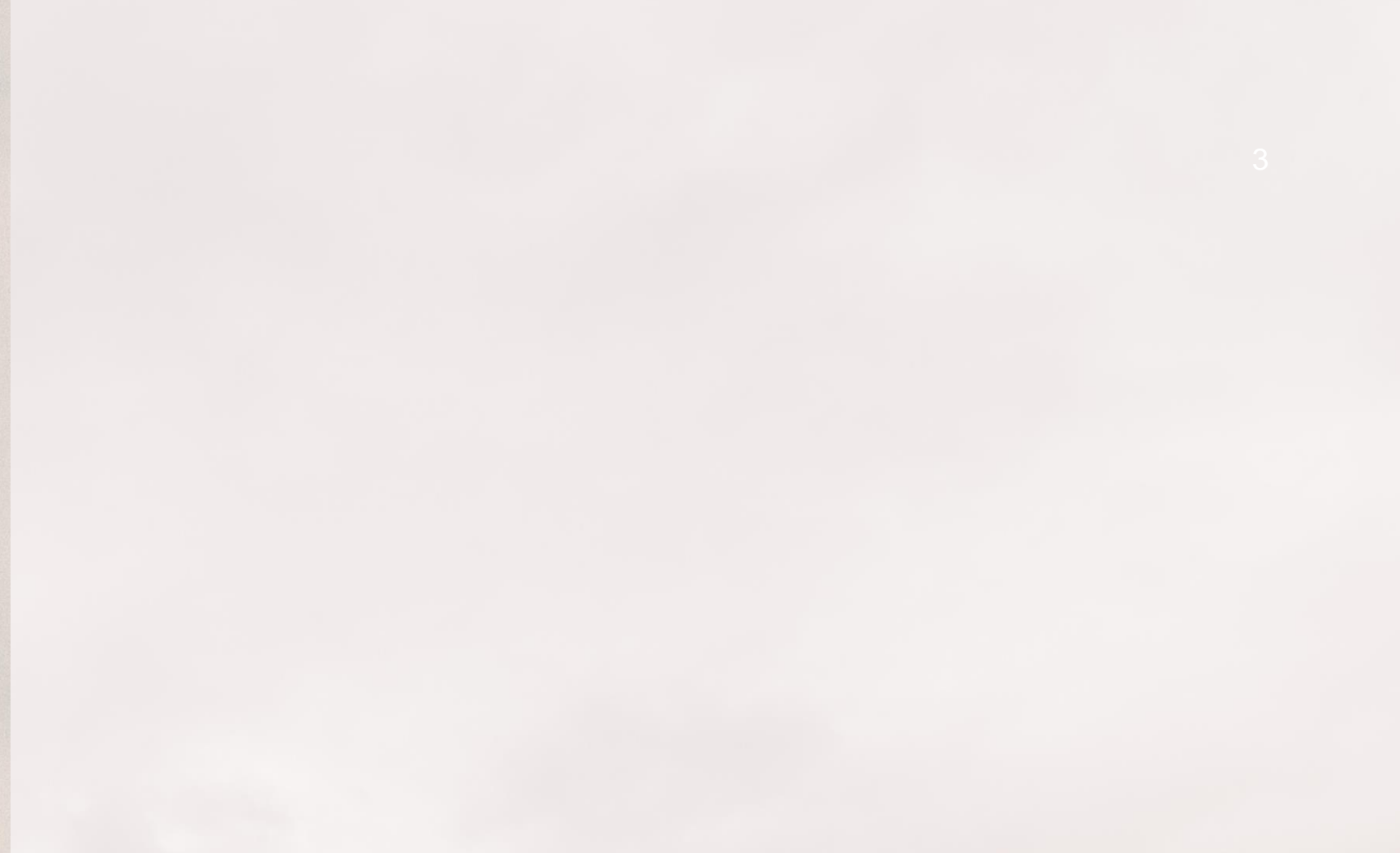
Professor Dubravka Sinčić Ćorić, Ph.D.

*University of Zagreb
Faculty of Economics & Business*

*Leader of the Working group for identity and brand of the Republic of Croatia,
established by Madam President Kolinda Grabar Kitarović*

Zagreb, 10-11 May 2019





*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

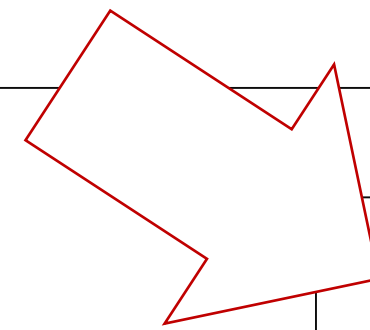
CROATIAN IDENTITY AND BRANDING...

- ...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

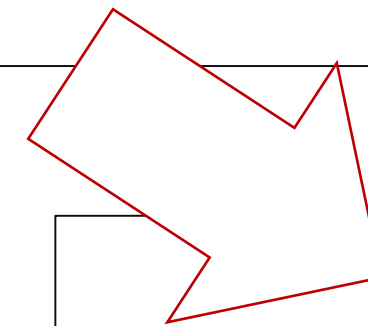
CONCEPT & GUIDELINES

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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BRAND IDENTITY & BRAND ESSENCE

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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, inovators, sports, academia, tourism, gastronomy, environmental protection, energy, NGO, young people, desing, marketing, communication, social media influencers

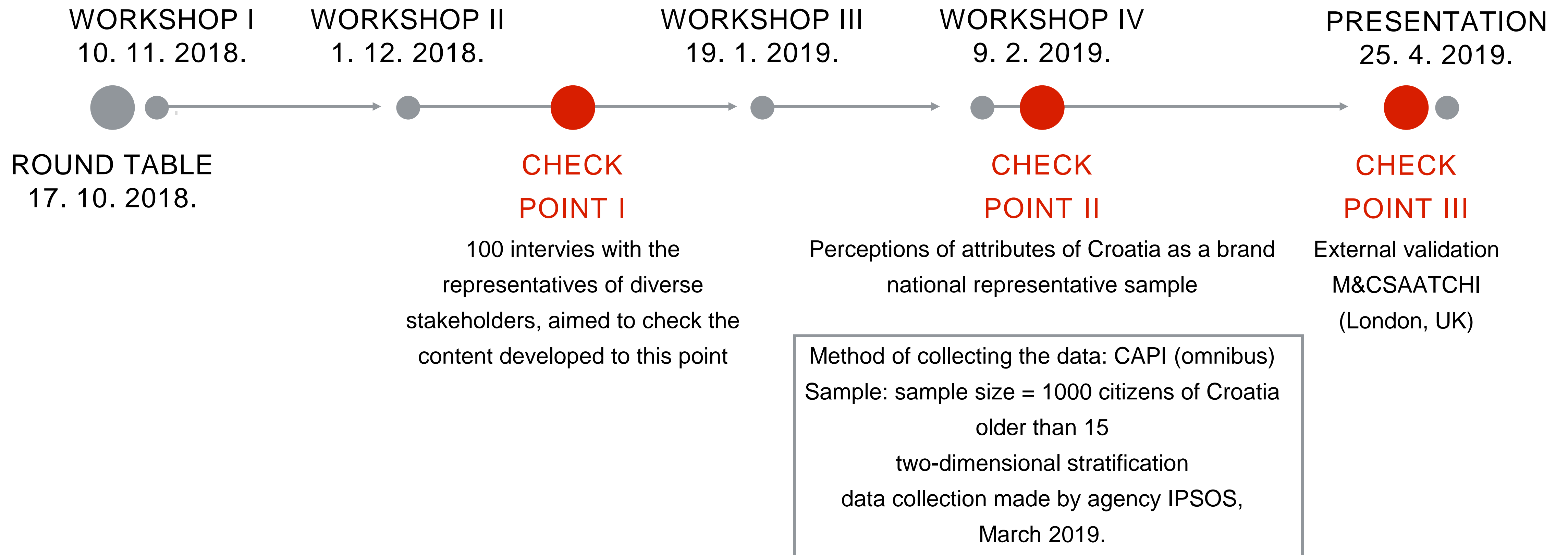
Moderators:

professor Dubravka Sinčić Ćorić, Ph.D.,

Vera Matejčić-Lupić (prof. psych.),

Nada Kaurin Knežević (mag.oec, marketing expert)

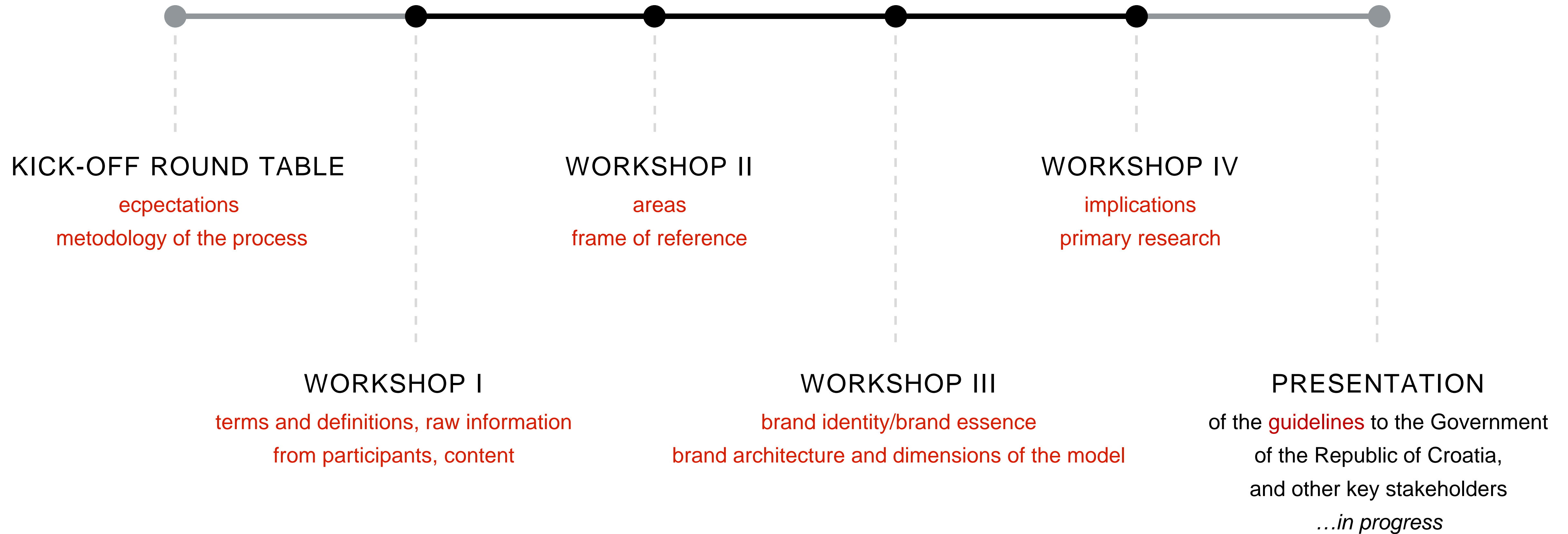
METODHOLOGY



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



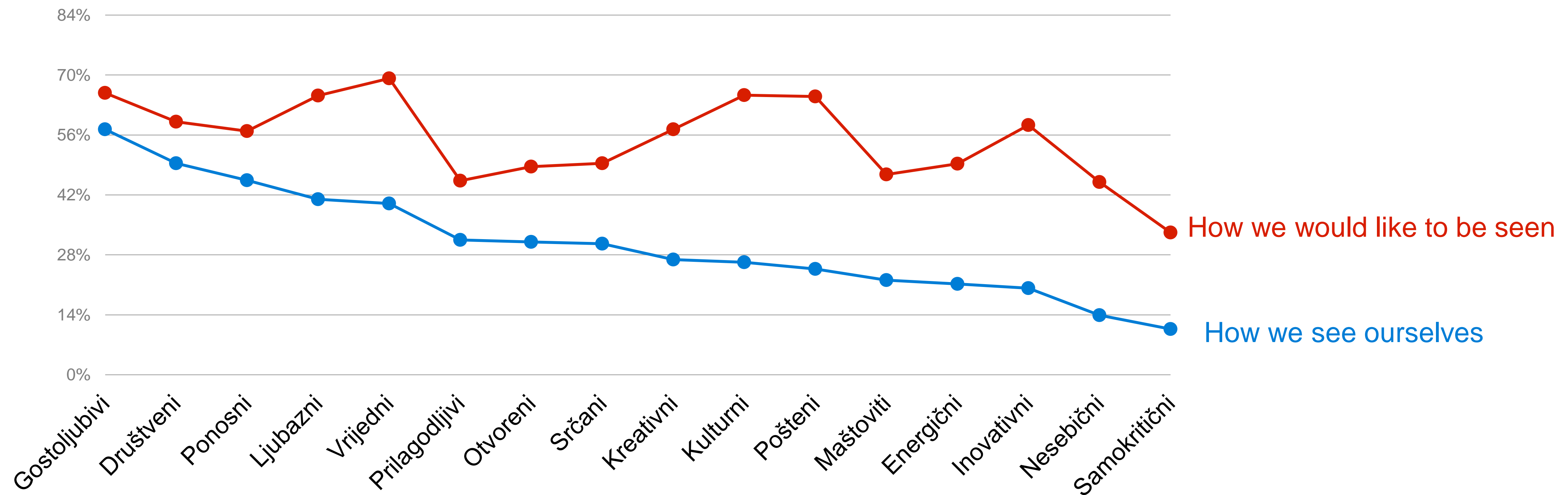
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RELEVANT CROATIAN IDENTITY AND BRAND DIFFERENTIATORS

...developed by working group and confirmed by Croatian citizens

1. PEOPLE

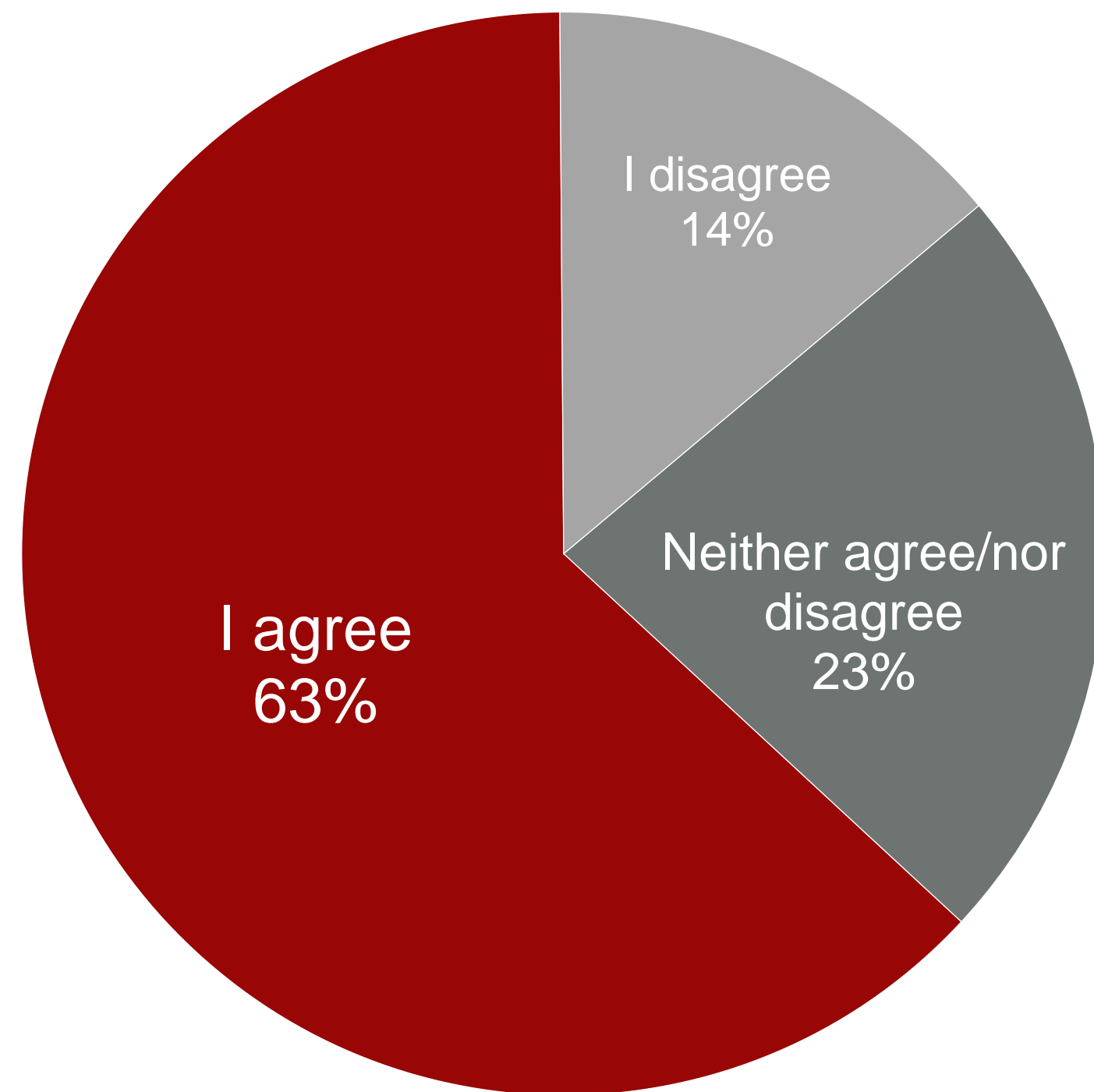
...Croats are open, passionate, proud, hard-working, hospitable, with a strong character, always ready to help each other (from Homeland war to Mila), successful in sports, science, culture and business



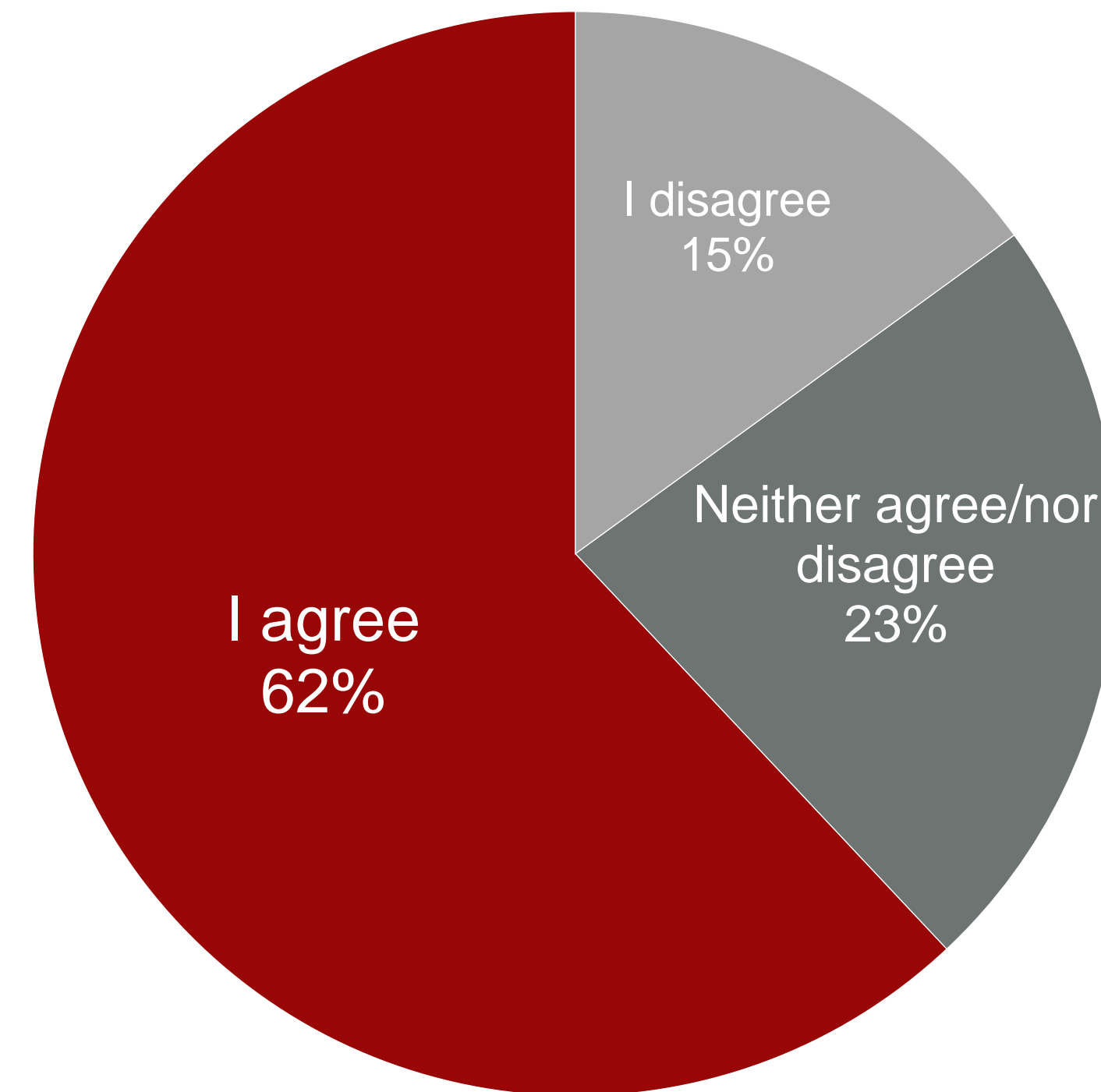
Top 15 characteristics that describe ourselves as a nation,
as well as how we would like to be described, and which we would like to develop

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.



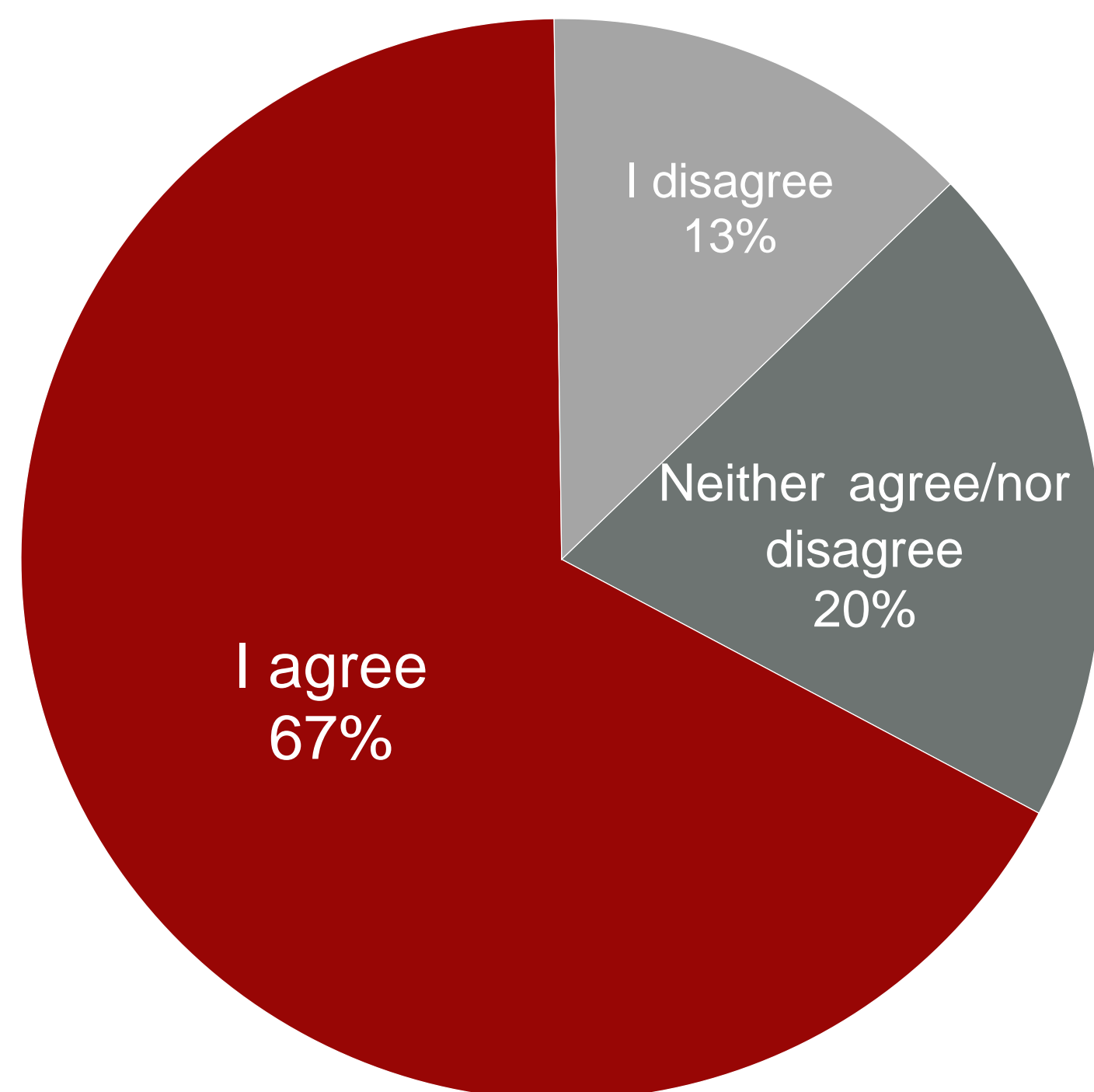
Agreement with the item:
People in Croatia care about each other.



Agreement with the item:
One feels safe in Croatia.

3. NATURAL BEAUTY AND DIVERSITY

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



Agreement with the item:

In Croatia, you can experience a lot of diversity at small territory.

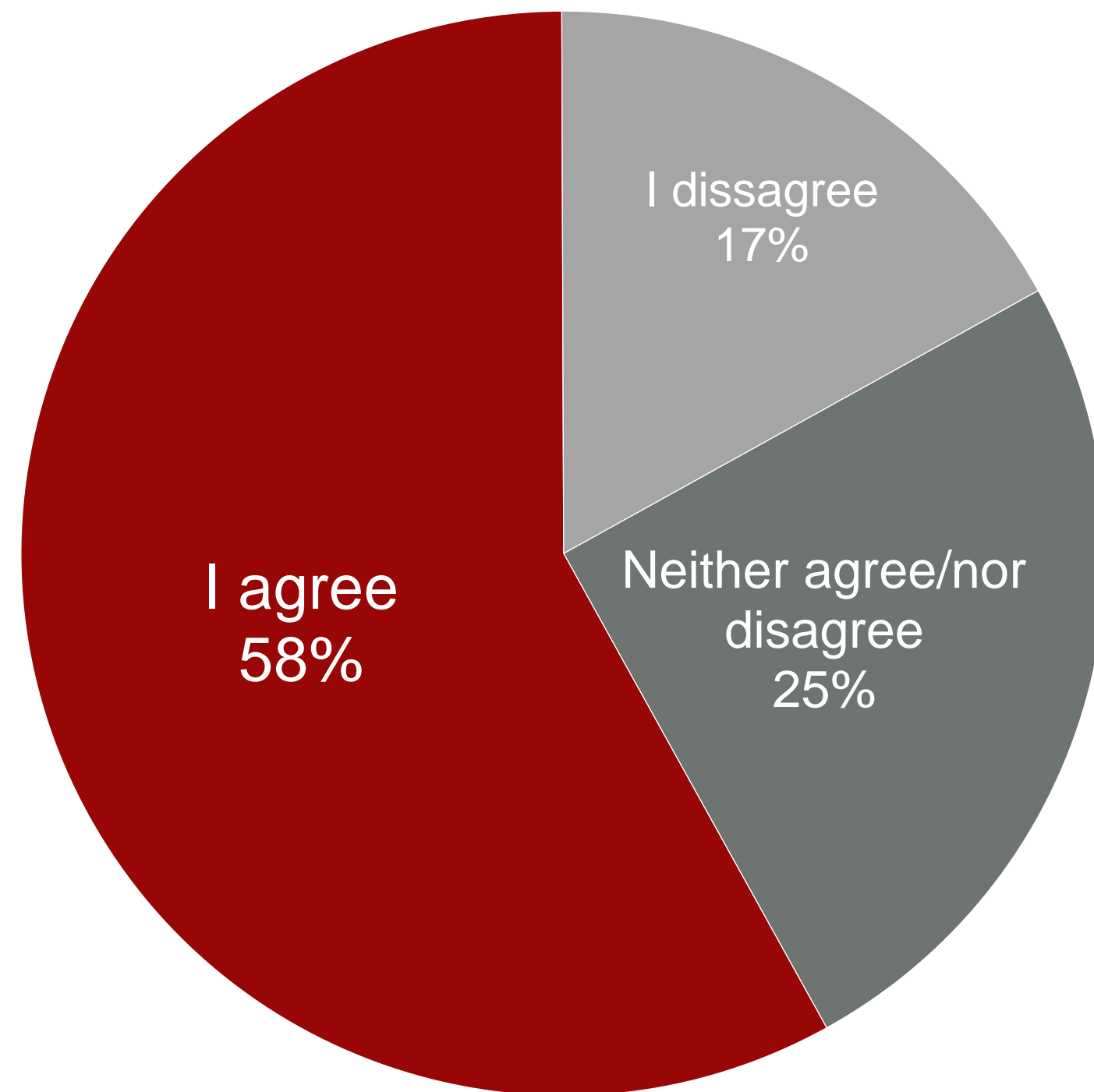
...beautiful scenery, beautiful country, and diversity are TOP 1 RESPONSES when asked what would Croats say to someone, in order to persuade him or her to **move to Croatia**, or **visit Croatia**, but they are also the **first associations about Croatia**, if talking to someone who has never heard of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

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

4. PRESERVED AND INNOVATIVE...JUST RIGHT FOR BUSINESS

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... 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.

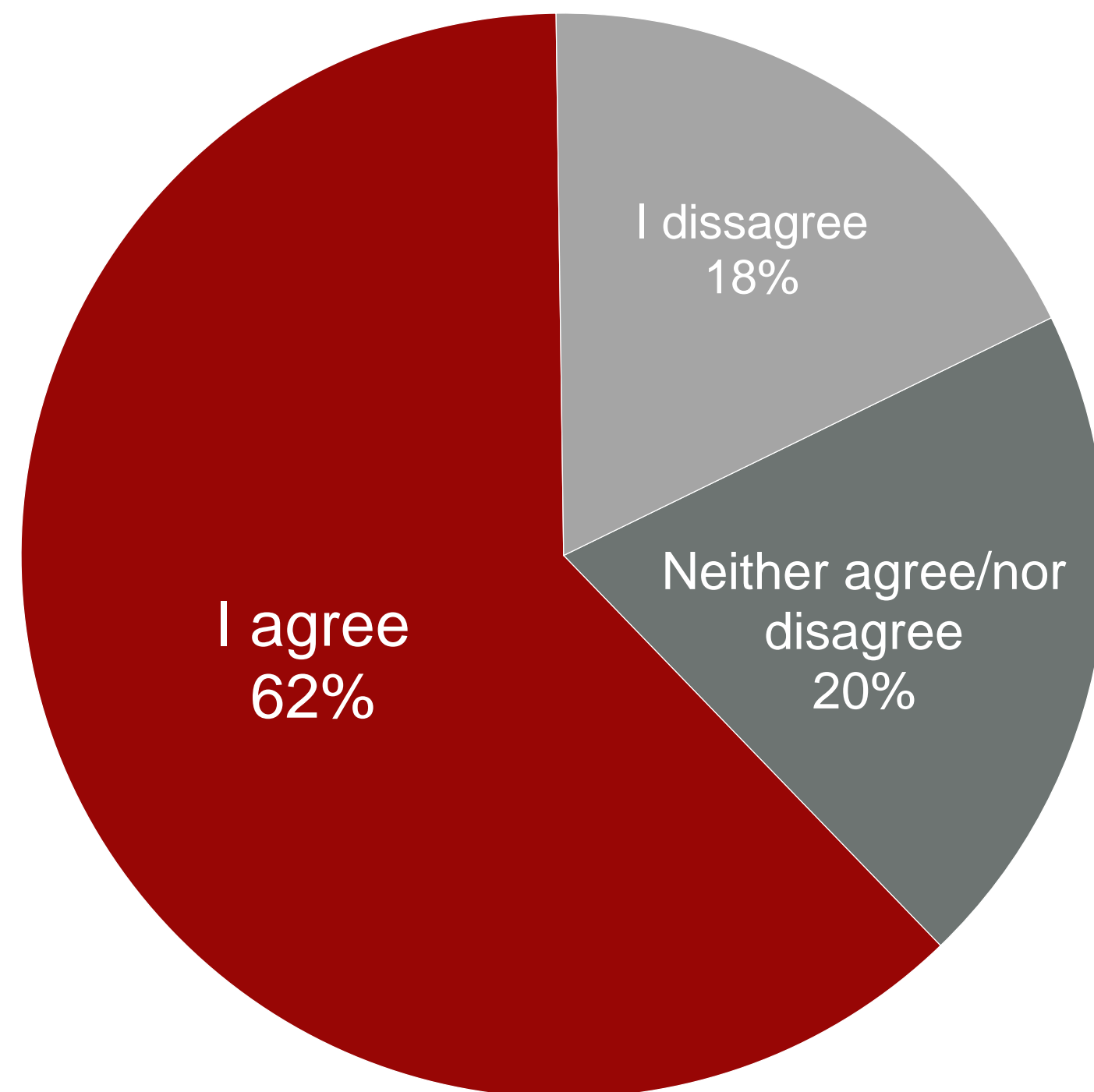


Agreement with the item:
Croatia has a preserved natural environment.

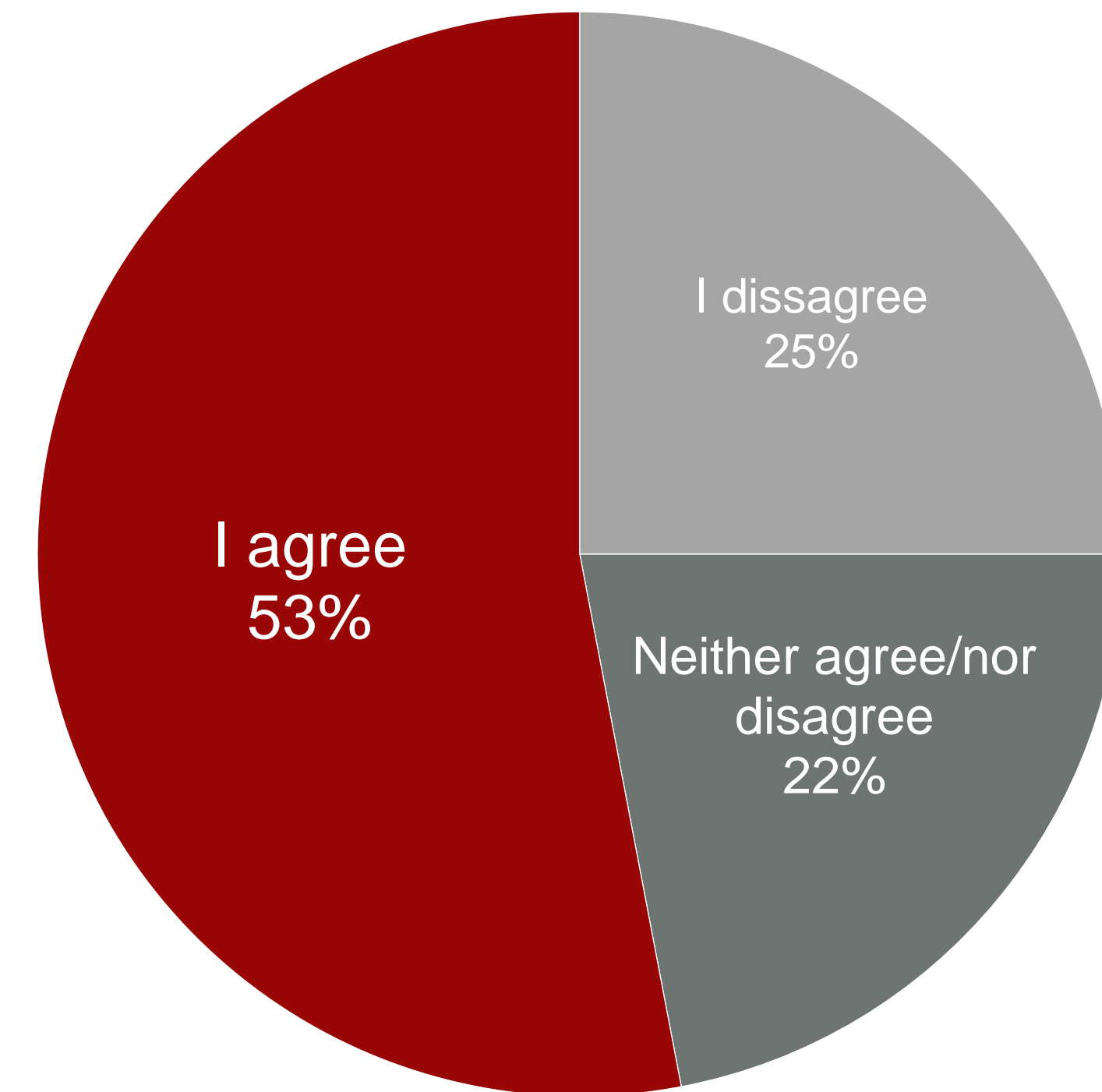
Croatia constantly confirms how innovative it is.
For instance, in 2017, 10 Croatian enterprises were among the 50 fast growing technological enterprises in the Middle Europe, according to Deloitte competition.

5. SOCIAL RESPONSIBILITY

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



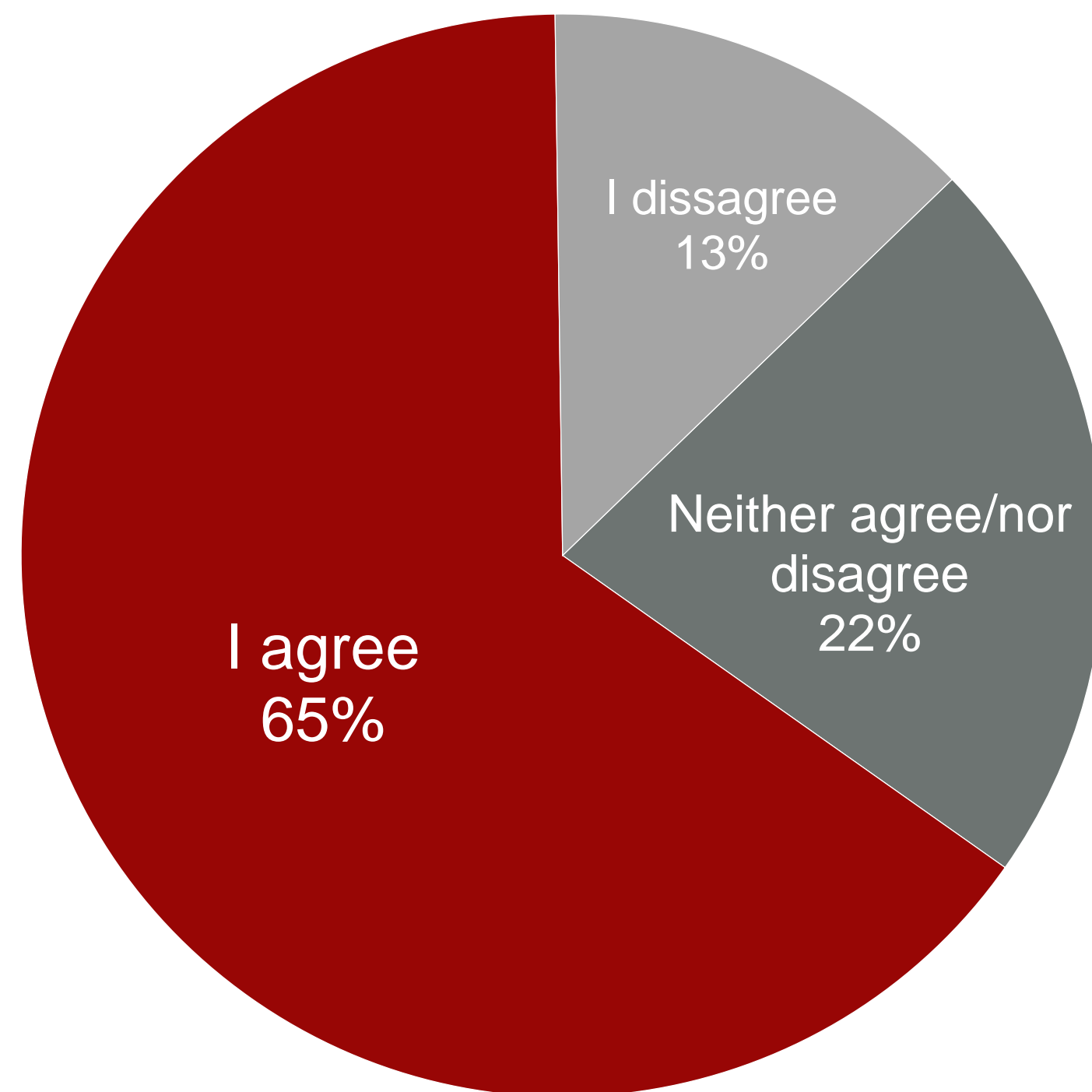
Agreement with the item:
Everybody in Croatia can get education.



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

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.



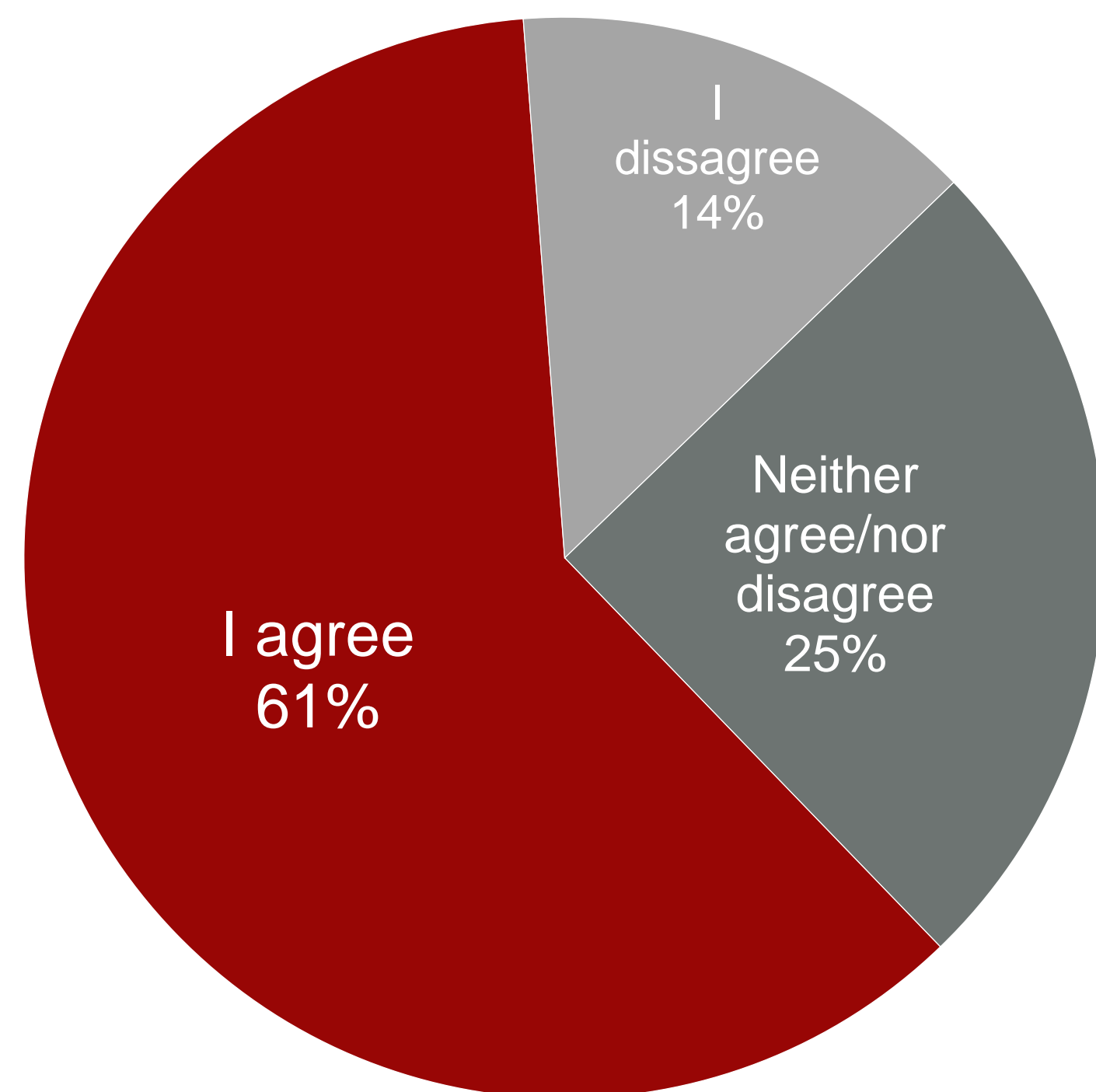
...besides different sources that confirm Croatian cultural and historical heritage, Croatia successfully develop creative industry, as well!

Agreement with the item:

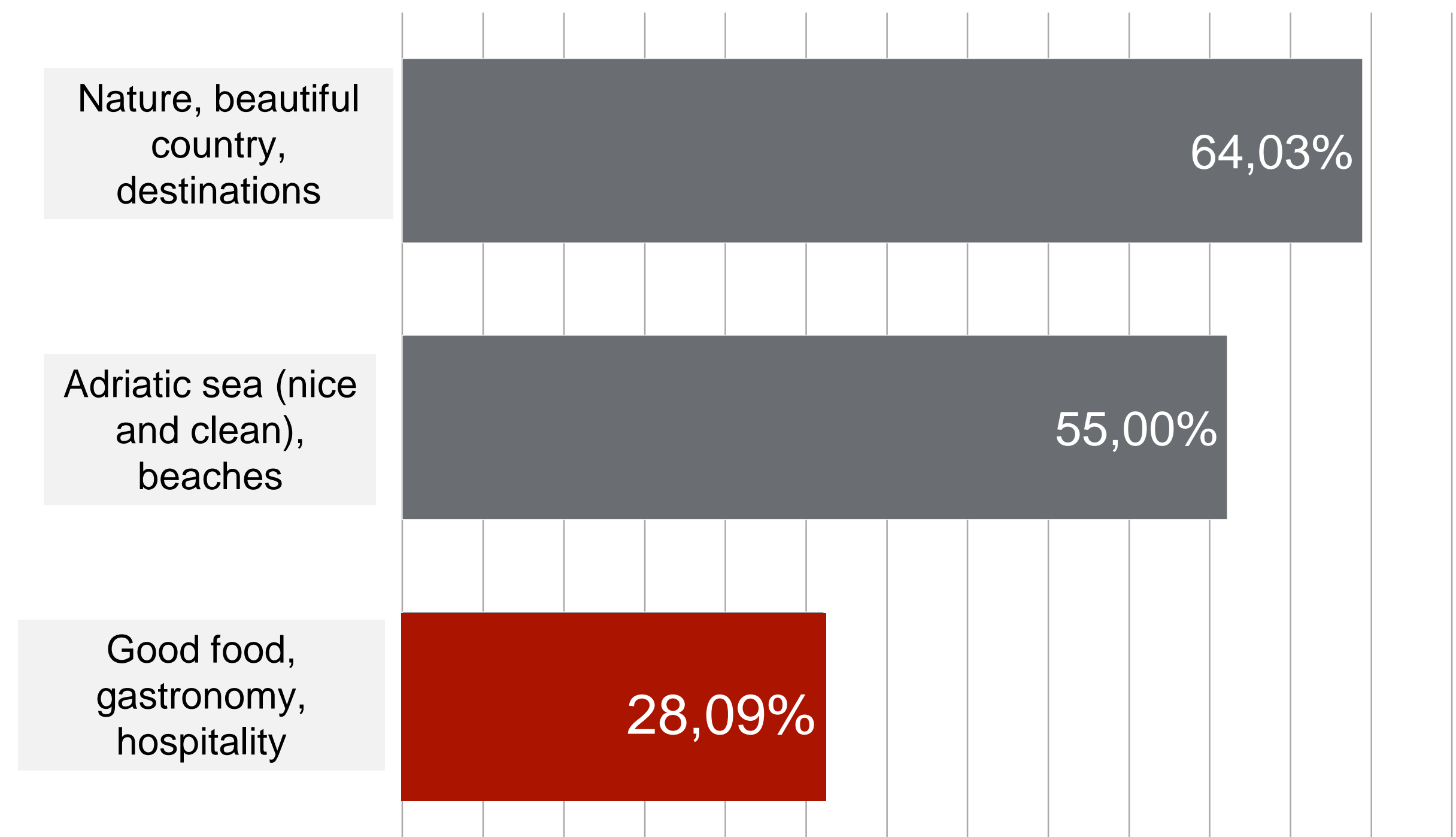
In Croatia, we are proud of our cultural and historical heritage.

7. „SWEET AND SOUR”

...Croatia is „sweet and sour”, offers food „with a taste”, original and domestic food and delicacies.



Agreement with the item:
Living in Croatia is nice.



Top 3 spontaneous reasons for visiting Croatia

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 rearly spoken as a part of it

TARGET GROUPS



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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)

GUIDELINES FOR MANAGING CROATIAN IDENTITY AND BRAND

2 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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European Union

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THANK YOU FOR YOUR
ATTENTION!