



BRAND PASSION

Koje smo brendove voleli, a koje ćemo voleti i više?

Nataša Pavlović Bujas / Maj 2020.

.... blumen
group





NAŠA DANAŠNJA PRIČAONICA:

- OČEKIVANJA
- MOJA INSPIRACIJA VAŠIM ODGOVORIMA
- ZAŠTO UOPŠTE PRIČAMO O BRENDOVIMA? ŠTA OD NJIH OČEKUJEMO?
- ŠTA JE TO „BRAND PASSION“?
- KAKO JE COVID-19 KRIZA UTICALA NA BRENDOVE, A KAKO NA POTROŠAČE?
- CASE STUDY: KOJI TO BRENDOVI ZASLUŽUJU NAŠU PAŽNJU I POSLE KRIZE?
- ZAKLJUČAK?

The MEN / oktober 2014

PITANJA:

- 1) Kad čujete reč "Brend" koja vam je prva asocijacija?
- 2) Koji brend volite?
- 3) Za kojim brendom čeznete?
- 4) Koji brend vas čini boljim?
- 5) Koji biste brend opisali kao:
 - Neverovatan:
 - Neprocnjiv:
 - Čaroban:
 - Svetska klasa:
 - Neodoljiv:
 - Revolucionaran:
 - Izuzetan:

MOJI ZAKLJUČCI IZ VAŠIH ODGOVORA:

- Skoro svi odgovori podrazumevaju konzumentske brendove (proizvode: kozmetika, garderoba, automobili, IT uređaji...)
- Tek par odgovora se odnosilo na osobu kao brend, samo jedan na organizaciju, a ni jedan npr.za turističku destinaciju, gradove, države, oblasti...
- Ako isključimo Novaka Đokovića i Teslu, među navedenim brendovima nema domaćih brendova,
- Iz domena brendova koji se bave uslugama – pomenut je Google
- Odgovori ukazuju na misaonu povezanost između brenda i pojma „dodatna vrednost“
- Interesatni su odgovori na 4.pitanje: npr. DM, „Lice Ulice“, „Fondacija Novak Đoković“



ŠTA SVE POD POJMOM „BREND“ PODRAZUMEVAMO?

- 1) **Pojedinačni proizvodi** – Kleenex maramice, krem bananica
- 2) **Grupe proizvoda** – Colgate paste za zube, Mercedes S klase,
- 3) **USLUGE:**
 - Klasične usluge: avio kompanije, lanci hotela, rent-a-car kompanije, banke...
 - Čiste usluge – profesionalna udruženja i udruženja sa članstvom,
 - Profesionalne usluge – konsalting, revizorske usluge...
 - Agenture – turističke agencije, agencije za nekretnine...
 - Maloprodajni/retail lanci – šoping centri, lanci supermarketa, modne kuće, restorani...
- 4) **Organizacije** – brendovi: političke partije, UN, SZO...
- 5) **Lični brendovi/Fizička lica** – Mik Džeger, Novak Đoković, Opra Vinfri...
- 6) **Grupni brendovi** – Rolling Stones (Mik Džeger, Kit Ričards, Roni Vud, Čarli Wots)
- 7) **Događaji – brendovi:** TEDx, Olimpijske igre, Exit...
- 8) **Geografske destinacije** – države, gradovi, ulice pa čak i objekti (Ajfelov toranj)
- 9) **Privatne robne marke** – store brands, private-label brands (K plus – IDEA)
- 10) **Medijski brendovi** – CNN, BBC...
- 11) **E-brendovi:** Amazon, Google...



ŠTA OD BRENDOVA OČEKUJEMO?

- Da su aktivni u komunikaciji sa nama – da osluškuju naše potrebe i želje i da odgovaraju na njih,
- Da nam uz kvalitetan proizvod obezbede i kvalitetno iskustvo – sećanje na iskustvo nas povezuje sa brendom,
- Da odgovorno posluje i neguje poverenje,
- Da je tu među nama, da deli život i učestvuje u zajednici,
- Da nas podstiče na novo, drugačije razmišljanje i/ili akciju ili pruža nova znanja i uvide,
- Da ima viziju za budućnost, koju delimo – tu je da ostane, a ne da trenutno profitira



ŠTA SMO OČEKIVALI OD BRENOVA KADA JE KRIZA (COVID-19)?

- Saosećanje – umesto ignorisanja teme i krize,
- Odgovorno ponašanje kompanije,
- Update – sveže informacije koje se tiču krizne situacije i ponašanja kompanije/brenda
- Korisne savete za potrošače – konzumente,
- Optimistične poruke i pozitivne priče povezane sa temom



ŠTA SU POKAZALA ISTRAŽIVANJA TOKOM COVID-19 KRIZE?

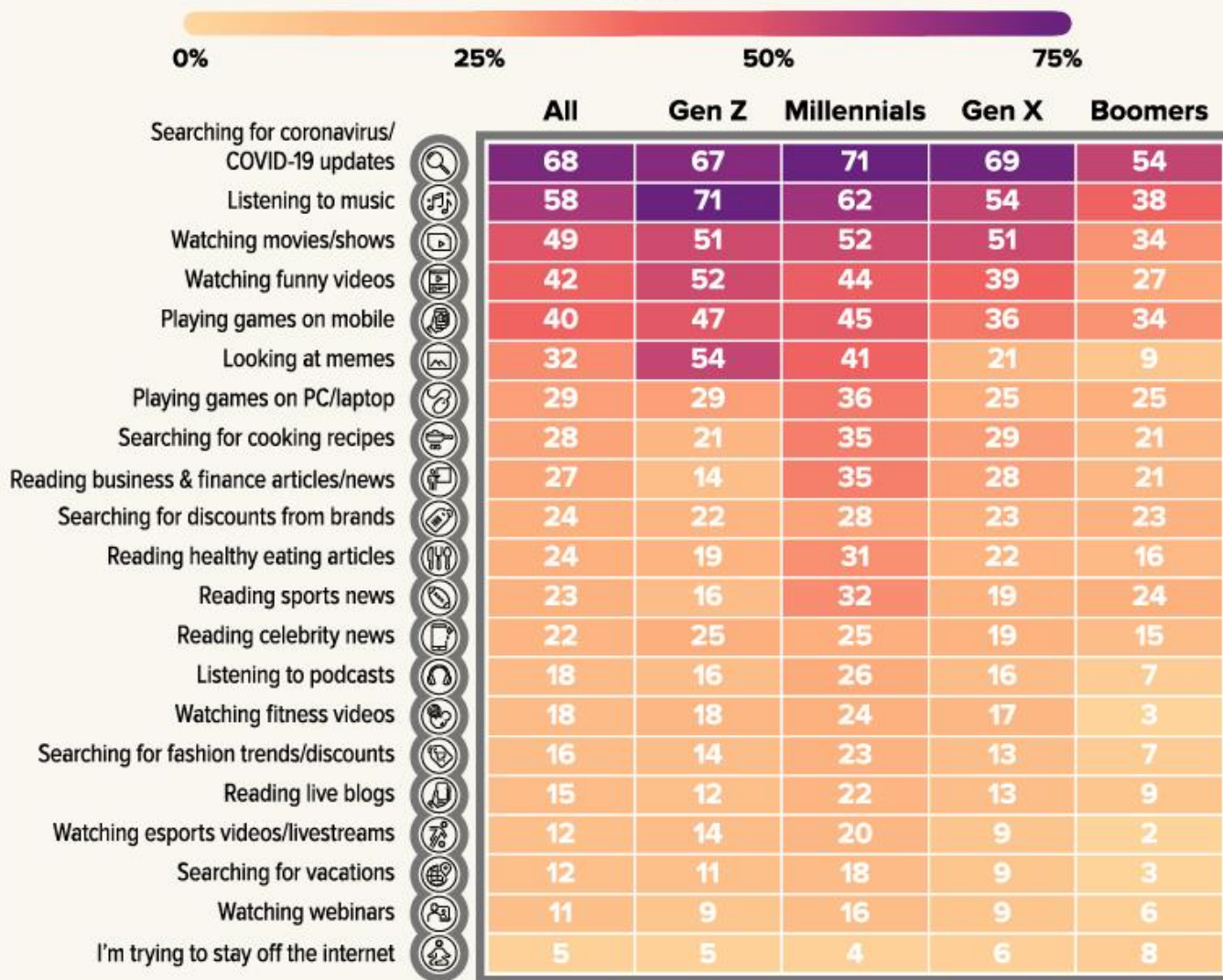
- Promene u navikama – život u karantinu,
- Promene u načinu i količini konzumiranja informacija,
- Promene u vrsti informacija koje konzumenti očekuju,
- Promene u očekivanjima kada je komunikacija brenda u pitanju,



Promene u navikama – život u karantinu

Quarantine Internet Activities, %

Increase



VISUALCAPITALIST.COM

Source: Global Web Index, Coronavirus Research Report, April 2020

blumen group



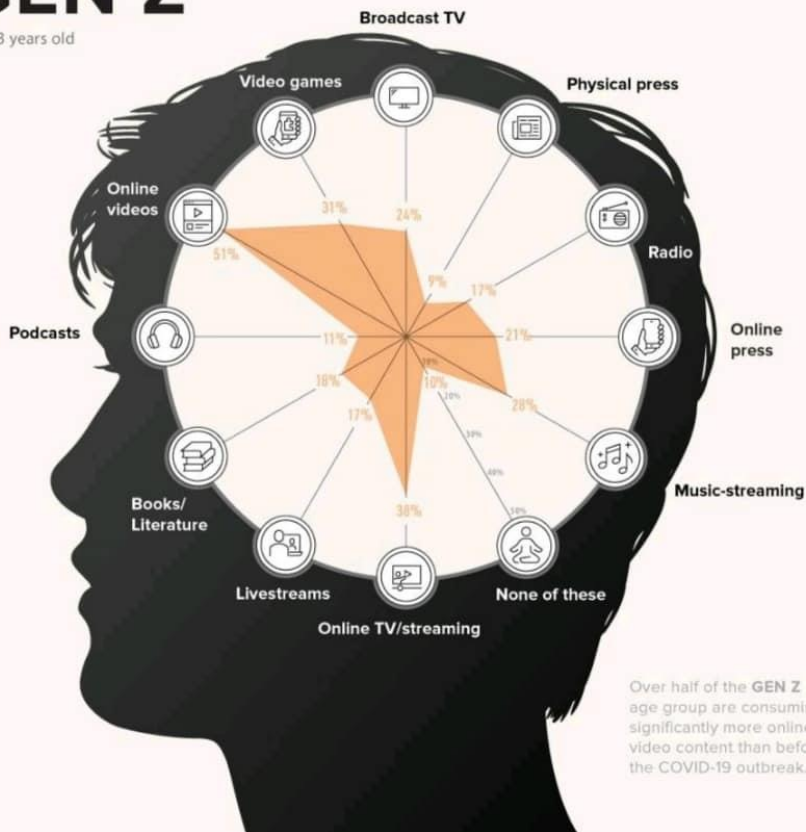
PROMENE U NAČINU I KOLIČINI KONZUMIRANJA INFORMACIJA

MEDIA CONSUMPTION GEN Z

16-23 years old

% WHO SAY THEY HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK

● Gen Z

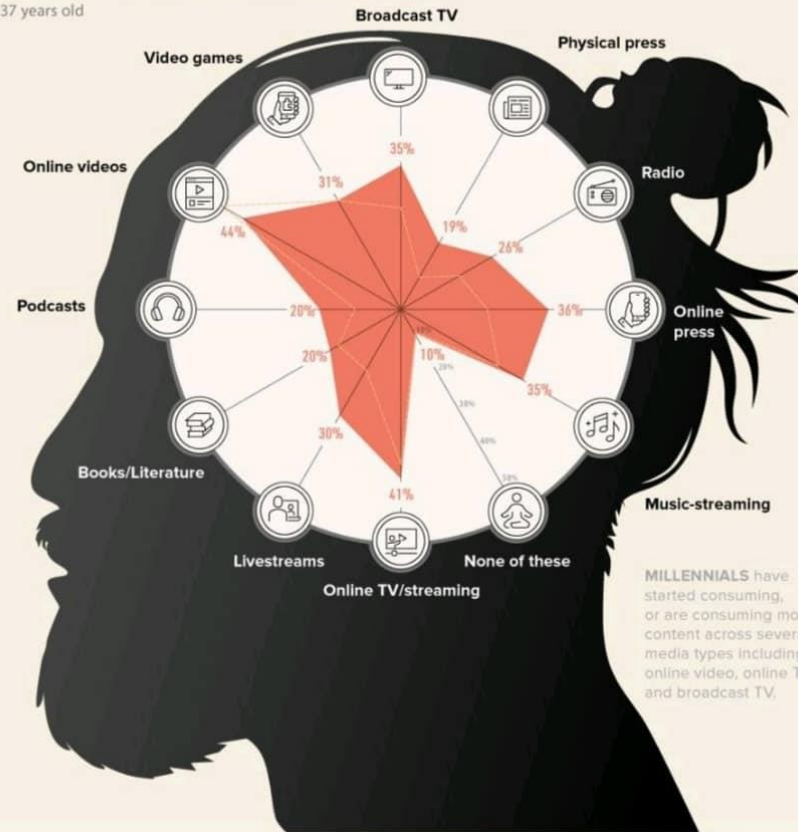


MEDIA CONSUMPTION

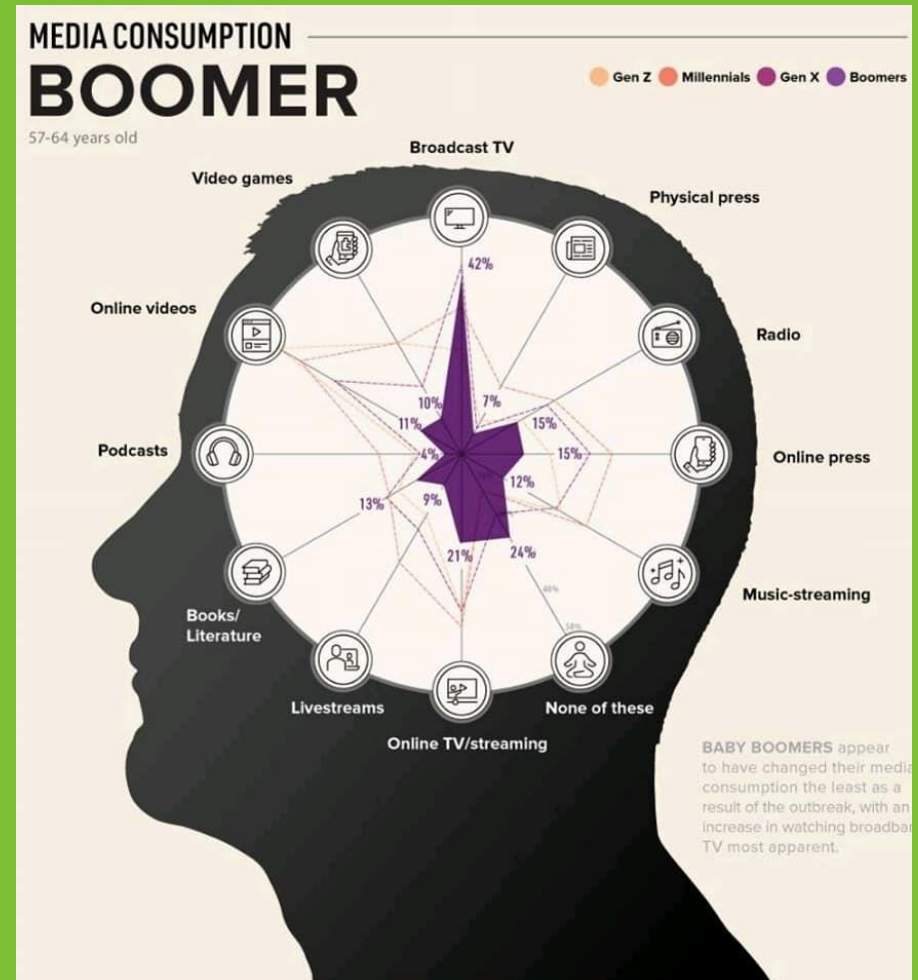
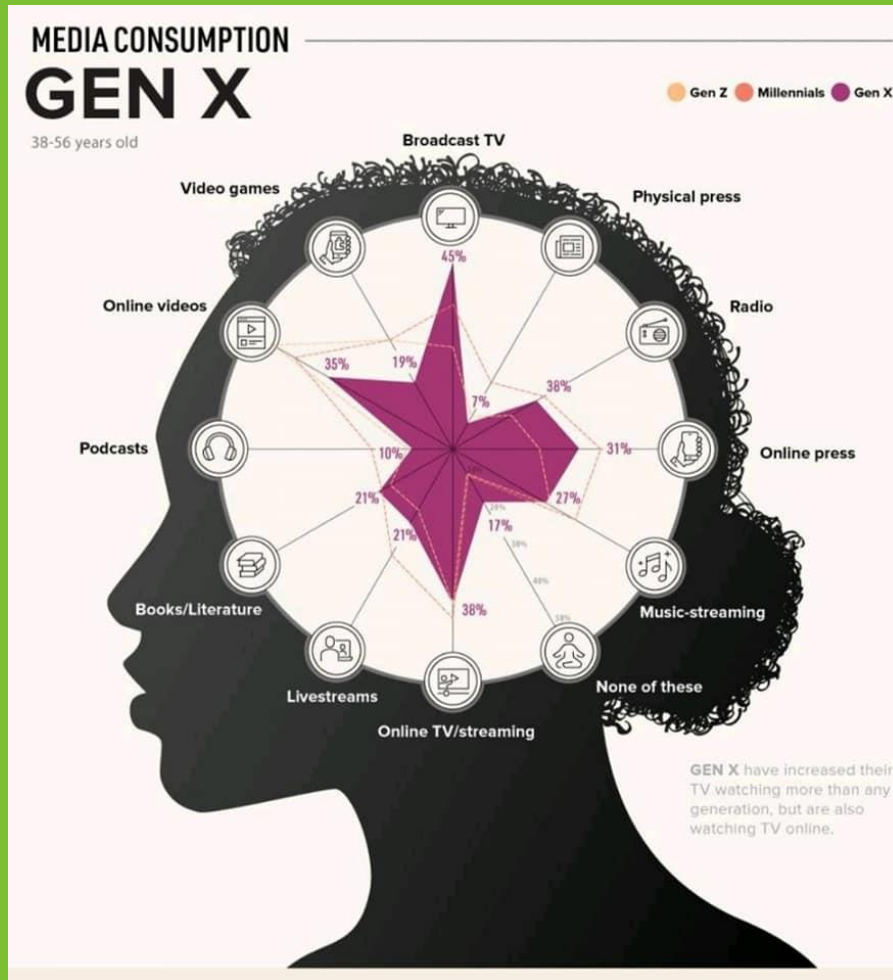
MILLENNIALS

24-37 years old

● Gen Z ● Millennials



PROMENE U NAČINU I KOLIČINI KONZUMIRANJA INFORMACIJA



Promene u vrsti informacija koje konzumenti očekuju: COVID-19

- **56%** ispitanika očekuje stalni update oko situacije u njihovoj zemlji kada je COVID-19 kriza u pitanju,
- **50%** ispitanika očekuje stalni update oko situacije u njihovoj lokalnoj zajednici kada je COVID-19 kriza u pitanju,
- **44%** ispitanika očekuje stalni update oko globalnih razmera COVID-19 pandemije,
- **38%** ispitanika očekuje pozitivne priče o „savladaivanju“ izazova tokom pandemije,
- **37%** ispitanika očekuje savete koji se tiču njihovih aktivnosti tokom karantina i očuvanja zdravlja,
- **27%** ispitanika očekuje ideje i predloge šta sve mogu da rade kod kuće, u karantinu
- **20%** ispitanika očekuje teme nevezane za tekuću pandemijsku krizu

(izvor: Global Web Index)



Promene u očekivanjima kada je komunikacija brenda u pitanju

- Samo 8% ispitanika smatra da brendovi treba da prestanu sa oglašavanjem i komunikacijom u doba korone,
- Svega 30% ispitanika je zainteresovano za promocije i popuste,
- 80% ispitanika želi da vidi da kompanije i brendovi misle o svojim zaposlenima,
- 78% ispitanika misli da kompanije i brendovi treba da im pomognu u savladavanju svakodnevnog života u neočekivanim uslovima,
- 75% ispitanika misli da kompanije i brendovi treba da informišu konzumente o tome šta preduzimaju u krizi,
- Ispitanici očekuju od brendova eksplicitne dokaze o podršci potrošačima, liderima i organizacijama aktivnim u pandemijskoj krizi

(Istraživanje: „Kantar“, broj ispitanika: 35.000, izvor:
<https://www.marketingweek.com/brands-advertising-coronavirus-crisis/>)



ODGOVOR BRENDOVA NA KRIZU: KORONA LOGO – keep distance...



POTREBAN VELIKI BUDŽET?

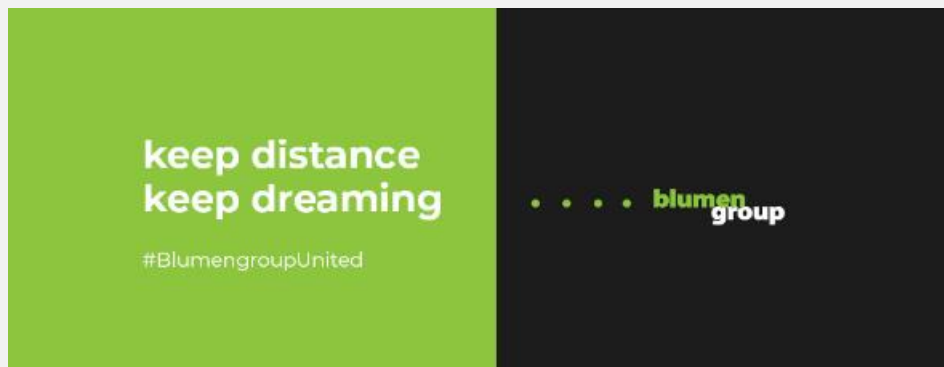
Ne – potrebna svest i želja da brend nastavi komunikaciju!

@BlumengroupBelgrade – 12.03.2020. prva informacija o COVID-19)

Blumen group: before COVID-19



Blumen group: during COVID-19

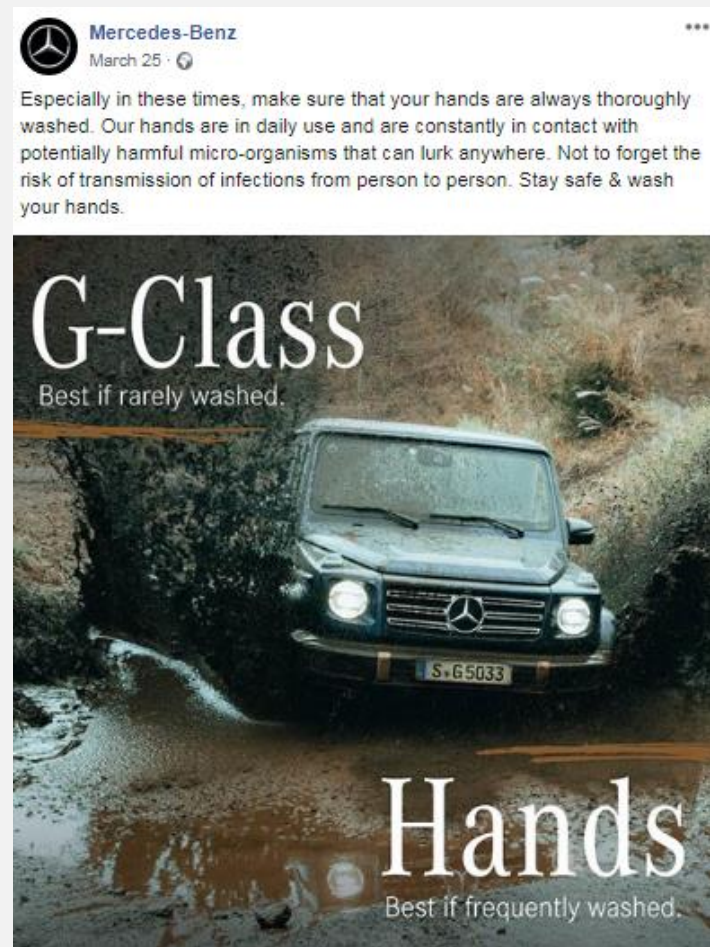


PRIMER: MERCEDES (20.03.2020. – prva objava oko COVID-19) @MercedesBenz

Keep distance



Kreativna uputstva:



PRIMER: MERCEDES

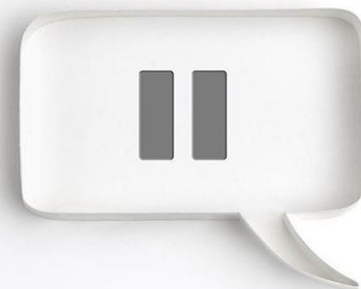
Konkretna uputstva
(kredibilni izvori):



Vizija brenda:
obećanje

”

Spread the word,
not the virus!



During the COVID-19 pandemic, we will share relevant information from trusted health authorities.

Because we want to spread the word, not the virus.

DAIMLER

PRIMER: MERCEDES

Aktivno uključivanje konzumenata:
sadržaj za decu

Mercedes-Benz March 28 · 🌐

Safety is very important to us, especially when our children are affected. Online and from home, Moki, the mascot of our road safety initiative Mobile Kids, helps the young to learn a lot about navigating traffic safely. On mobilekids.net Moki presents lots of tips and games for kids as well as school materials including 200 pages of project and craft ideas.

#Daimler #MobileKids #roadsafety

1K

8 Comments 24 Shares

Aktivno uključivanje konzumenata:
zabava za celu porodicu

Mercedes-Benz added 2 new photos to the album: Mercedes-Benz design sketches. March 31 · 🌐

Are you bored at home? Paint your own Mercedes-AMG with our coloring templates! 🖍️ mb4.me/KidsArtwork

Want to try something new? Design your own Mercedes-Benz coloring template and share your creativity! #coloryourbenz

The best works and sketches will be collected in our Facebook album. 🖍️

■ all artworks: Andrew Mytro

Mercedes-Benz design sketches.

2 Photos

PRIMER: MERCEDES

Zajednica i okruženje:
zahvalnost



Mercedes-Benz
March 29 · 🌐

Our society has been put to the test. Yet not all of us are careful and #stayathome. Others are unsure about the upcoming weeks. This is why we have the utmost respect for all police officers and their efforts to encourage people to act in solidarity - and help in times of uncertainty. Thank you for your outstanding work!

Thanks to everyone



who keeps going.

4.2K · 64 Comments · 149 Shares

Zajednica i okruženje:
vizija brenda koja traje



Mercedes-Benz
March 30 · 🌐

A breathing aid that can help keep #COVID19 patients out of intensive care, adapted by mechanical engineers at UCL and clinicians at UCLH - University College London Hospitals NHS Foundation Trust - working with Mercedes-AMG High Performance Powertrains, has been approved for use in the NHS. To learn more about Project Pitlane and our work with UCL hit the following link: mb4.me/mercedesamgf1_articel
via: Mercedes-AMG Petronas Formula One Team



PRIMER: MERCEDES

Zajednica i okruženje: lokalne sredine - Indija

 Mercedes-Benz
April 15 at 8:07 AM · 🌐

In normal times, our Mercedes-Benz plant in Pune, India assembles almost our entire passenger car portfolio. But these are not normal times. That's why our colleagues from Mercedes-Benz India worked hard for something more important: help saving lives. #COVID19



4.8K · 91 Comments · 376 Shares

Like · Comment · Share

Zajednica i okruženje: lokalne sredine - Vijetnam

 Mercedes-Benz
April 21 at 12:07 PM · 🌐

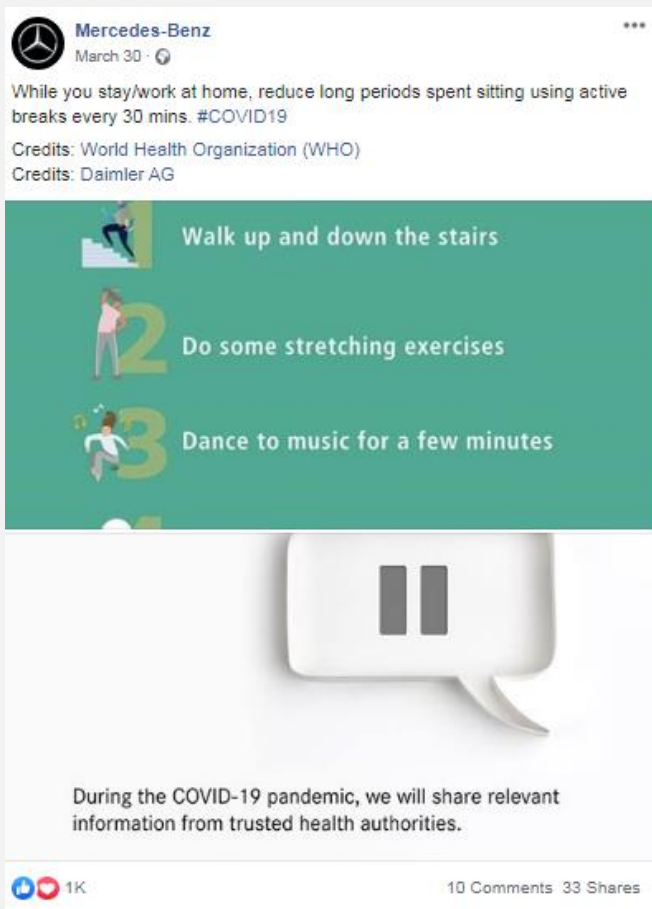
The global Daimler family helps: Our colleagues from Mercedes-Benz Vietnam deliver nearly 1,100 meals every day to orphans and the elderly in Ho Chi Minh City. All meals are served in environmentally friendly boxes. #COVID19



9.7K · 123 Comments · 139 Shares

PRIMER: MERCEDES

Preporuke za vreme u karantinu:



Mercedes-Benz
March 30 · 🌐

While you stay/work at home, reduce long periods spent sitting using active breaks every 30 mins. #COVID19

Credits: World Health Organization (WHO)
Credits: Daimler AG

1 Walk up and down the stairs

2 Do some stretching exercises

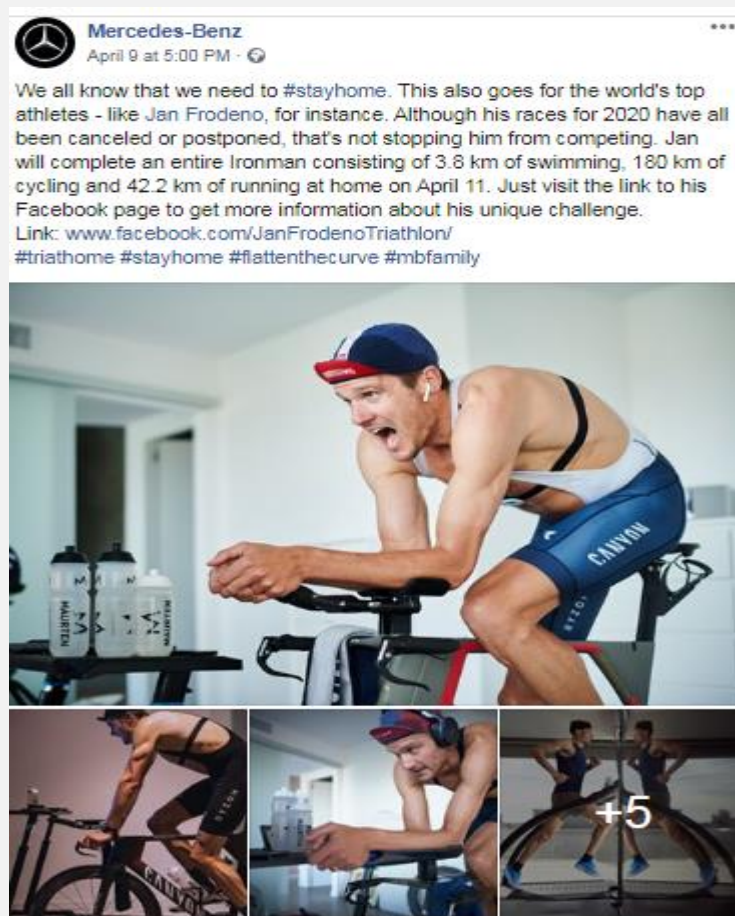
3 Dance to music for a few minutes

4

During the COVID-19 pandemic, we will share relevant information from trusted health authorities.



1K 10 Comments 33 Shares

Preporuke za vreme u karantinu: Briga o zdravlju



Mercedes-Benz
April 9 at 5:00 PM · 🌐

We all know that we need to #stayhome. This also goes for the world's top athletes - like Jan Frodeno, for instance. Although his races for 2020 have all been canceled or postponed, that's not stopping him from competing. Jan will complete an entire Ironman consisting of 3.8 km of swimming, 180 km of cycling and 42.2 km of running at home on April 11. Just visit the link to his Facebook page to get more information about his unique challenge.
Link: www.facebook.com/JanFrodenoTriathlon/
#triathome #stayhome #flattenthecurve #mbfamily



1K 10 Comments 33 Shares

PRIMER: MERCEDES

AKTIVACIJA KUPACA:

Mercedes Benz family:

Mercedes-Benz
April 1 · 🌐

Greetings from the #MBfamily! 🍌
Jan Frodeno, Marija Mauer, Marijke Smitt, Fabian Cancellara and Sven Wassmer are trying to make the most out of this difficult times and share a glimpse into their current daily lives.
#stayhome #flattenthecurve

#StayHome
Tell us in the comments how do you spend your time at home.

👍❤️ 1K 23 Comments 60 Shares

AKTIVACIJA KUPACA:

Mercedes Benz family #KeysAtHome

Mercedes-Benz
April 9 at 9:00 PM · 🌐

We stay home. For ourselves. For our family. Share a picture of your #KeysAtHome to show that you are #SafeAtHome
📷 Cornelius Bierer Photography

👍❤️ 4.1K 285 Comments 61 Shares

👍 Like 💬 Comment ➦ Share

PRIMER: MERCEDES

AKTIVACIJA „Emocionalne valute“ Mercedes Benz family – 120 godina

Mercedes-Benz
April 23 at 4:00 AM · 🌐

120 years of Mercedes – from premium automobile brand to holistic luxury brand.
This year, #Mercedes celebrates its 120th birthday. That's why we're providing a review of the brand and company history, including overviews of many outstanding Mercedes-Benz models as well as the story of our striking three-pointed star.

120 years Mercedes

8.1K · 342 Comments · 1.6K Shares

AKTIVACIJA KUPACA: Mercedes Benz family - RESTART

Mercedes-Benz
April 27 at 12:00 PM · 🌐

Our Mercedes-Benz Deutschland outlets across Germany are re-opening this week. A warm „Welcome Back!“ to all our customers.

Ready to restart!

10K · 225 Comments · 430 Shares

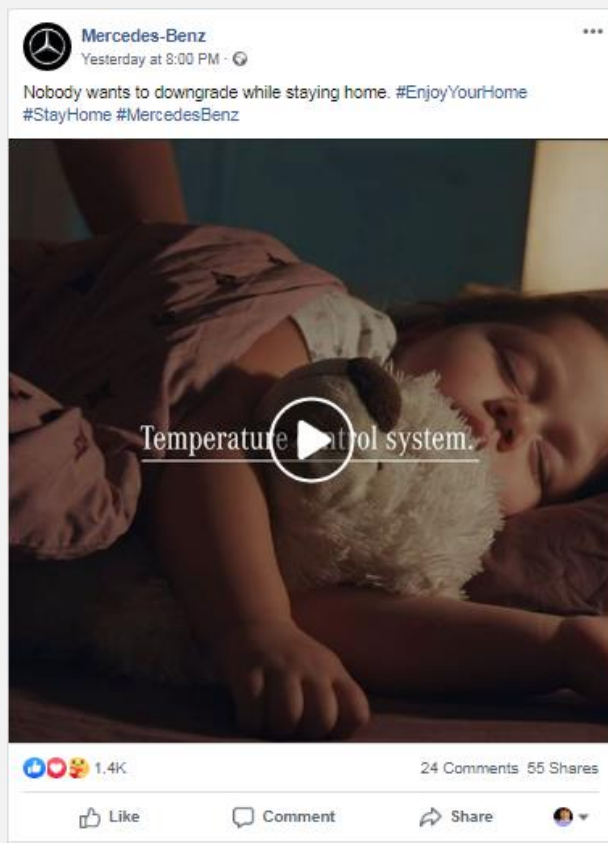
Like · Comment · Share

PRIMER: MERCEDES

„NEW AGE EMOTIONAL BRANDING“

AKTIVACIJA „Emocionalne valute“

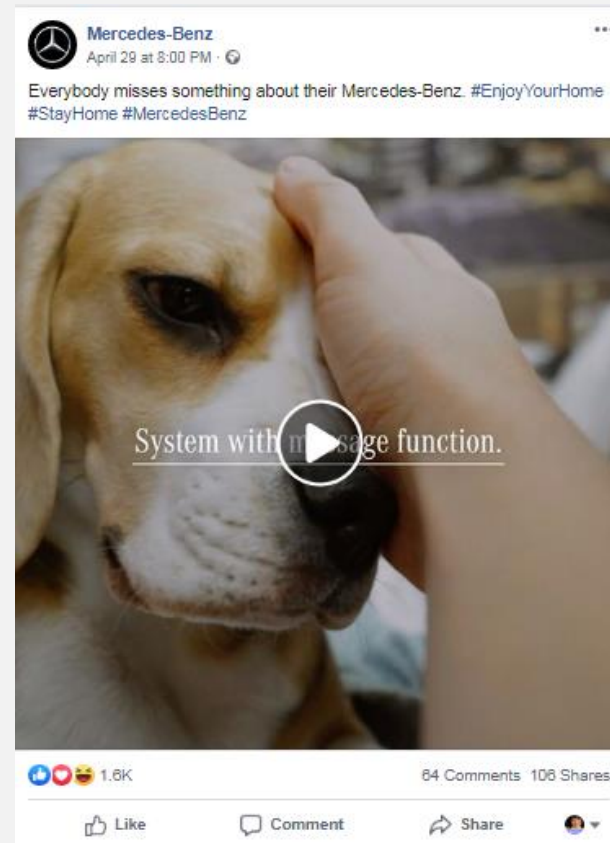
Mercedes Benz sistem za kontrolu temperature motora – emocionalno povezan sa #StayAtHome #EnjoyYourHome



<https://www.facebook.com/MercedesBenz/videos/236620914094312/>

AKTIVACIJA „Emocionalne valute“

Mercedes Benz sistem za masažu tokom vožnje – emocionalno povezan sa #StayAtHome #EnjoyYourHome

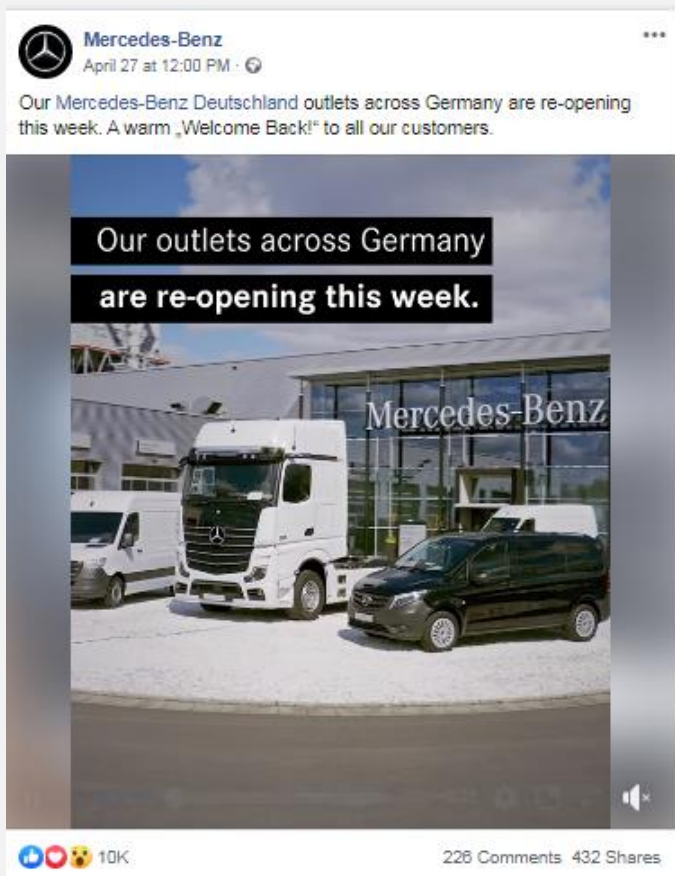


<https://www.facebook.com/MercedesBenz/videos/276078140078537/>

PRIMER: MERCEDES

„NEW AGE EMOTIONAL BRANDING“

AKTIVACIJA „Emocionalne valute“:
RE-OPENING!



The image shows a Facebook post from Mercedes-Benz. The post text reads: "Our Mercedes-Benz Deutschland outlets across Germany are re-opening this week. A warm „Welcome Back!“ to all our customers." Below the text is a video thumbnail showing a Mercedes-Benz dealership with a white truck, a white van, and a black van parked in front. A black text box overlaid on the video says "Our outlets across Germany are re-opening this week." The post has 10K reactions, 228 comments, and 432 shares.

ŠTA MISLITE O
BUDUĆNOSTI
MERCEDES BENZ-a?

... blumen group

BUSINESS DEVELOPMENT & STRATEGIC COMMUNICATION
IPRA GOLDEN WORLD AWARD WINNER - IPRA GRAND PRIZE WINNER

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 [company/blumen-group](https://www.linkedin.com/company/blumen-group)