



IZBOR ZA KROVNI KOMUNIKACIJSKI KONCEPT I IDEJU HRVATSKE TURISTIČKE ZAJEDNICE

Hrvatska turistička zajednica
2015



Mediteran kakav je nekad bio

SMPHT
Ciljevi ido
2020.g,

Integrirana
komunikacija

Krovna ideja

NOVI KROVNI KOMUNIKACIJSKI KONCEPT I IDEJA

- kruna komunikacije na svim razinama





Trenutačna percepcija Hrvatske...

„Netaknuto odredište sunca i mora, s malo dodatnih aktivnosti”



Kako bi se izgradio brend, moraju se postaviti sljedeća pitanja:

- **Što Hrvatska ima, a jedinstveno je** u odnosu na konkurente?
- **Što gosti traže od Hrvatske?**
- **Što Hrvatska mora komunicirati kako bi se razlikovala i bila relevantna u odnosu na konkurente?**

Cilj pozicioniranja brenda Hrvatske

Biti diferenciran kao „mediteranski turistički brend prepoznat po izvrsnosti i različitosti životnih stilova”

PRIMJERI NEKIH TURISTIČKIH DESTINACIJA



100% PURE
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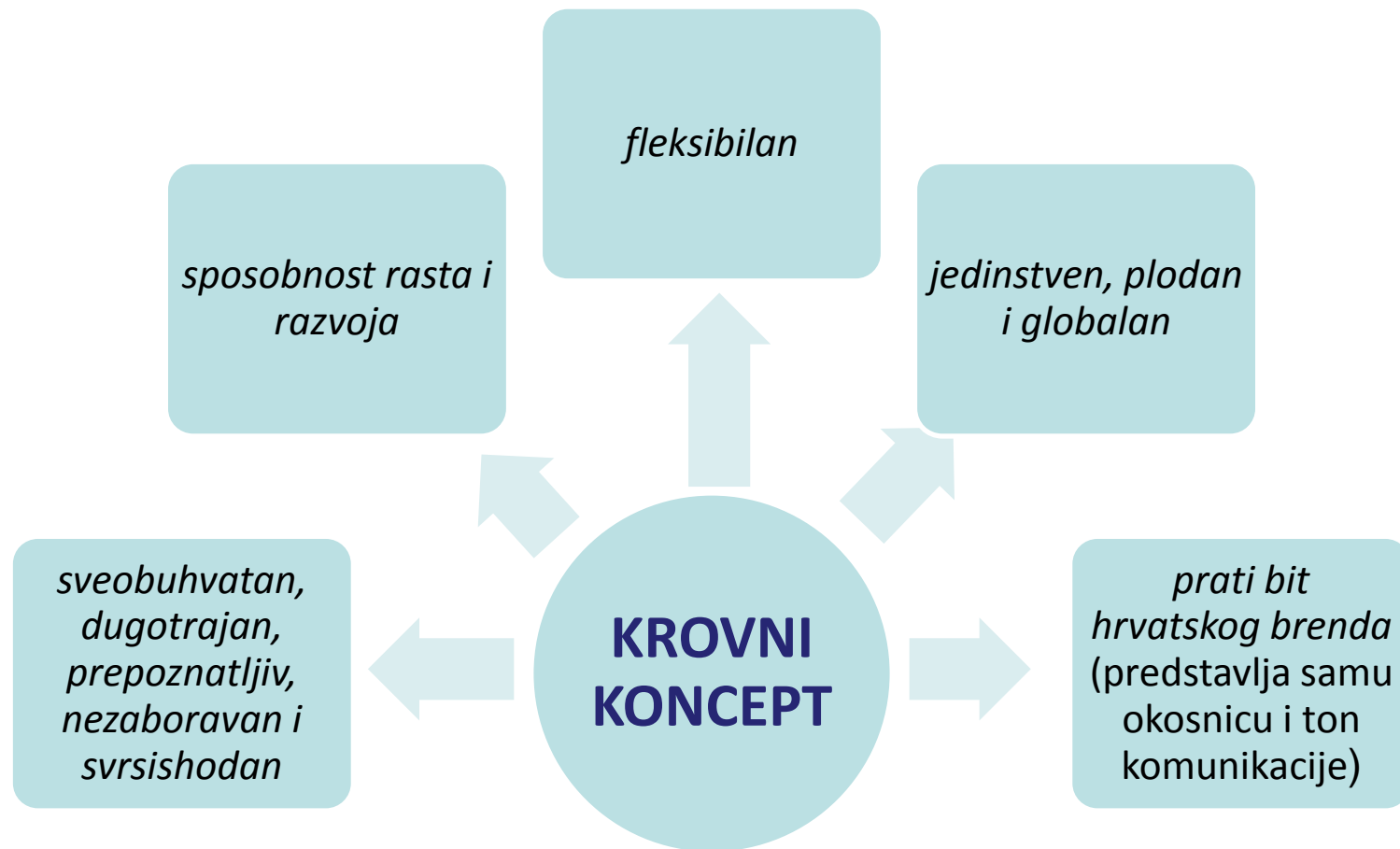
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Simple.



Inspiration

KRITERIJI ZA NOVI KROVNI KOMUNIKACIJSKI KONCEPT I IDEJU



PROCES IZBORA ZA BI U FAZAMA



POVJERENSTVO

Sastav Povjerenstva za odabir Krovnoa komunikacijskog koncepta (Big Idea):

- **Ratomir Ivičić**, direktor Glavnog ureda Hrvatske turističke zajednice, kao predsjednik Povjerenstva
- **Adela Marković**, v.d. direktora Sektora za brand „Hrvatska“;
- **Davor Ižaković**, pomoćnik ministra turizma;
- **Eva De Zan**, glasnogovornica Ministarstva turizma;
- **mr. sc. Damir Ciglar**, stručnjak za marketinške komunikacije
- **prof. dr. sc. Tihomir Vranešević**, Ekonomski fakultet Zagreb, Katedra za marketing
- **mr. sc. Neda Telišman** – Košuta, Institut za turizam RH, stručni savjetnik
- **Maja Čulig**, stručnjak za marketinške komunikacije, predsjednica žirija natjecanja „Effie 2014“
- **Latica Ivanišević**, stručnjak za brand management

GREY group

© SONDA

M&CSAATCHI

bruketa&žinić om
zagreb

* **S,C,P,F...**

BBDO

McCANN
ZAGREB

FutureBrand



CROATIA

Full of life

BBDO



Full of life

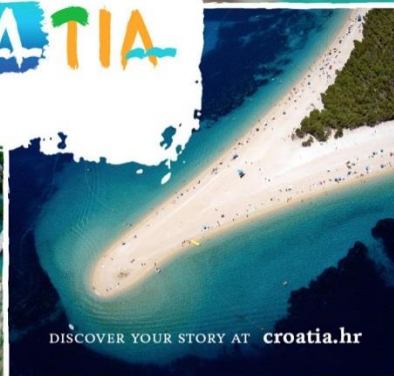
**FULL OF LIFE:
FULL OF DIVERSITY
FULL OF LIFESTYLES
FULL OF ENERGY**



Full of life

Don't fill your life with days, fill your days with life

CROATIA



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HRVATSKA

www.croatia.hr

„Croatia, Full of Life“

All too often our daily routine, we fill our lives with days. We need to be reminded that in order to feel truly happy and fulfilled, we should fill our days with life!

Every human being has a profound need to fill themselves up with all the good things life has to offer: good food, beautiful landscapes, relaxing environments and charming people, etc.

Places that are full of these experiences are energizing and inspiring. Everyone needs to visit somewhere that is full of life from time to time.

And Croatia is definitely one of those places! Croatia is bursting with experiences, places and different Mediterranean lifestyles. Croatia is a young country with a fresh energy that will fill you up with pure life.

„Croatia, Full of Life“

RATIONAL APPROACH	EMOTIONAL APPROACH
<p>Full of beaches</p> <p>Full of landscapes</p> <p>Full of virgin islands</p> <p>Full of a variety of activities</p> <p>Full of national natural parks</p> <p>Full of charming cities</p> <p>Full of ancient flavours</p> <p>Full of cultural & historic attractions</p> <p>Full of UNESCO sites</p> <p>...</p>	<p>Full of experiences</p> <p>Full of smiles</p> <p>Full of hospitality</p> <p>Full of authenticity</p> <p>Full of friendship</p> <p>Full of positive Energy</p> <p>...</p>
-	+

„Croatia, Full of Life“



HRVATSKA

SUN&BEACH

www.croatia.hr

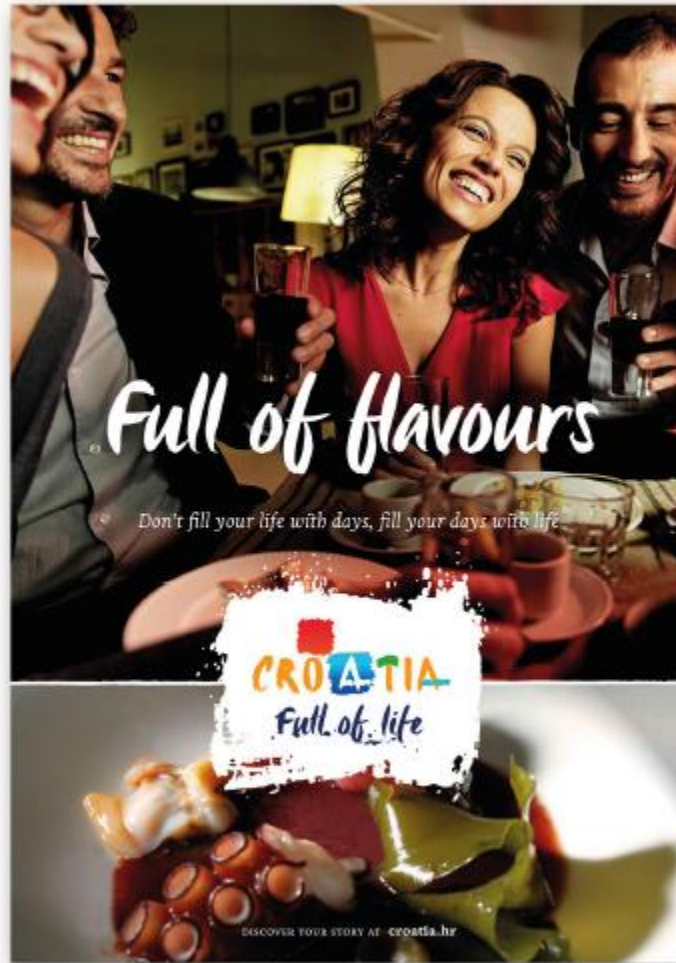
„Croatia, Full of Life“



CULTURE

HRVATSKA

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WINE & GASTRO-TOURISM

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NAUTICAL TOURISM

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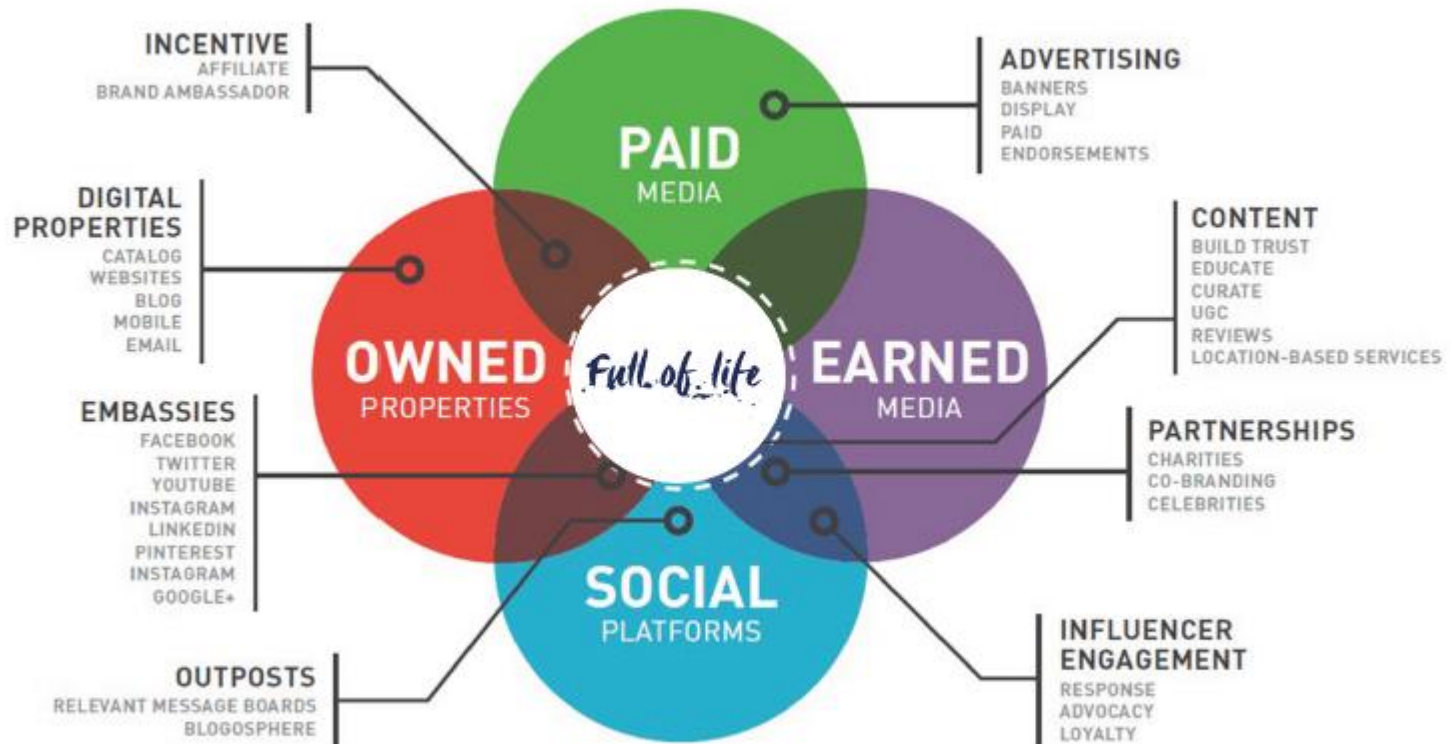


ROMANTIC ESCAPEDE

„Croatia, Full of Life“

ITALIAN		CROAZIA. PIENA DI VITA
ENGLISH		CROATIA. FULL OF LIFE
GERMAN		KROATIEN - VOLLER LEBEN
POLISH		CHORWACJA. PEŁNA ŻYCIA
FRENCH		CROATIE. PLEIN DE VIE
DUTCH		KROATIË. VOL LEVEN
SLOVENIAN		HRVAŠKA. POLNA ŽIVLJENJA.
SWEDISH		KROATIEN. FULL OF LIFE
RUSSIAN		ХОРВАТИЯ. ПОЛНОТА ЖИЗНИ
CROATIAN		HRVATSKA. PUNA ŽIVOTA.
SPANISH		CROACIA. LLENA DE VIDA
GERMAN		KROATIEN. VOLLER LEBEN

„Croatia, Full of Life“



„Croatia, Full of Life“

WEBSITE



„Croatia, Full of Life“



„Croatia, Full of Life“

BANNERS



„Croatia, Full of Life“

20 WORDS RELATED TO THE BI

CHARMING
POSITIVE CLOSENESS
AUTHENTIC DIVERSITY FRIENDLY
ENERGY ENTREPRENEURSHIP INTRIGUING
FREEDOM HUMAN
EXPERIENCES
LIFESTYLES TRUE DYNAMIC YOUNG AT HEART
MEDITERRANEAN BURSTING WARM
PEOPLE

ISTRAŽIVANJE TRŽIŠTA

8 EMITIVNIH TRŽIŠTA

**Njemačka, Austrija, Italija, Francuska,
Velika Britanija, Švedska, Poljska, Rusija**

Ukupan uzorak :

n=4800

(n=600 ispitanika po emitivnom tržištu=

U izboru ideje koja im se najviše
sviđa **28% ispitanika odabire
prijedlog „Croatia, Full of Life“.**



SLJEDEĆI KORACI





CROATIA

Full of life