

analize također daju važan doprinos vodećoj poziciji na kojoj je StrategicPuls.

StrategicPuls je kompanija koja pruža sveobuhvatne usluge u različitim oblastima koristeći napredne istraživačke metode kod prikupljanja i analize podataka.

Listu klijenata čini preko 300 međunarodnih i ključnih lokalnih klijenata iz oblasti FCMG, Medija, Bankarstva i Finansija, Telekomunikacija, Auto industrije, Farmacije, Maloprodaje... sve do MR i AD agencija, NVO, vlada i političkih stranaka i međunarodnih organizacija, kao što su UN, World Bank i tako dalje.

StrategicPuls is an alliance between two companies that deal with market research: Strategic Marketing from Belgrade and Puls from Zagreb.

StrategicPuls has a mission to that its clients get the best and most reliable information about the market, whilst sustaining a good work atmosphere with many challenges for its employees. StrategicPuls has the highest standards of professionalism and offers innovative and sophisticated solutions to their clients when it comes to making important decisions on how to act and react on the market.

With its regional network in eight countries, of which the majority are members of CEFTA, StrategicPuls provides reliable research in the languages of neighbouring countries, all on the same level of service. StrategicPuls is the largest firm in the region that does business in market research, and offers full service with budget of over 7 million € and over 150 fulltime employees.

The company's leading position on the market is a result of number of its experienced researchers, the fact it has the largest technical infrastructure and to its advanced techniques in market research.

StrategicPuls has over 300 international and local clients from the: FMCG industry, banking and financial sectors, telecommunications, auto industry, pharmaceuticals, retail and so on, to MR and AD agencies, NVOs, the government, political parties and other international organizations like the UN, World Bank etc.

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PGM je snažan, jednostavan model mjerenja uspješnosti marke, pri kojem je mjerenje usmjereno na individualne osobe – potrošače. Upotrebna vrijednost modela se odražava i u činjenici da već u svijetu postoje imitatori ovog modela. Iz vidika razvoja tržišta PGM je vezivni element između proizvođača, prodavača i potrošača.

Iz perspektive krajnjeg korisnika PGM je alat koji omogućava optimiziranje sredstava za tržišna istraživanja, jer brz pregled tržišta štedi vrijeme i novac. Naručio i kompanija VALICON koriste PGM za: uvid u preferencije potrošača, pregledavanje karakteristika ciljnih segmenata, integrirano praćenje marke i njene diferencijacije, određivanje potencijala na tržištu, razvoj komunikacijske strategije, te uvezivanja svih potrebnih elemenata za upravljanje robnim kategorijama (eng. Category Management). PGM je zaštićena marka kompanije VALICON.

VALICON je tržišno, savjetodavno i istraživačko društvo koje se fokusira na područje jugoistočne Evrope, prije svega na države bivše Jugoslavije. VALICON je specijaliziran za mala tržišta i rješenja prilagođena naručiteljima. Valicon izlazi prema naprednim metodologijama i dosezanju produbljenih uvida u područje djelovanja naručitelja. Uspjesi VALICONA temelje se na partnerskim odnosima sa naručiteljima, regionalnim partnerima, zaposlenima i lokalnim zajednicama.

Osnovna djelatnost VALICONA je savjetovanje na temelju tržišnih istraživanja, a temelji su u istraživačkoj industriji. Znanja i spretnosti VALICONA sežu u discipline kao što su upravljanje markama, savjetovanje menadžmenta, inovacije, mediji, prognoziranje trendova, internetske (mrežne) strategije i data mining. Ova tržišna i

poslovna znanja omogućuju upotrebu bogatih istraživačkih uvida za tržišno savjetovanje naručitelja.

PMG* is a strong and simple model for measuring the achievements of a certain brand by focusing on the individual consumer. The quality and value of this method of research is shown in the fact that there already exist similar modals throughout the world.

PGM is the strong connecting element between the producer, the seller and the consumer. From the perspective of the end consumer, PGM is a useful tool that enables optimization of funds and resources for market research, because a quick yet efficient survey of a market saves time and money. VALICON company and its clients use PGM to: analyse consumer preference; overview characteristics of target market segments, follow a brands success and its differentiation from other brands, determining market potential, develop consumer/producer communication, and lastly to combine all these elements for efficient category management. PGM is a trademark of VALICON company.

VALICON is a market advisory and research company focused on the area of Southeast Europe, primarily the countries of former Yugoslavia. VALICON is specialised for small markets and client-adjusted solutions. VALICON strives towards advanced methodologies and accomplishing better and deeper insight into the client's scope of activity. VALICON successes are based in partnership relations with clients, regional partners, employees and local communities.

The basic scope of activity of VALICON is advising on the basis of market research, while the foundations are in the research industry. Knowledge and skills of VALICON extend into disciplines such as brand management, advising the management, innovations, media, prediction of trends, internet (network) strategies and data mining. This kind of market and business expertise enables the use of ample research insights for the purpose of offering market advice to clients.

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BBDO agenciju osnovali su u Americi Barton, Batten, Durstine i Osborn, davne 1928. godine. Od tada do današnjeg dana, formirana je globalna mreža agencija BBDO WORLDWIDE koja posluje u 77 zemalja, sa 287 office-a i sa preko 17.000 zaposlenih.

BBDO WORLDWIDE je agencijska mreža sa najviše nagrada u 2008. godini (Gunn Report).

BBDO Sarajevo, je full service agencija osnovana 2000. godine u BiH sa sjedištima u Sarajevu i Banja Luci. BBDO je članica BBDO WORLDWIDE mreže kao i članica regionalne Adriatic mreže agencija.

BBDO posluje sa osnovnim ciljem – dugoročna, kvalitetna saradnja i partnerstvo sa klijentima.

Usluge koje BBDO nudi?

Integrirajući internacionalno znanje i bogato iskustvo na domaćem tržištu, BBDO je u mogućnosti da svojim klijentima ponudi full service usluge i obezbijedi 360° communication na najvišem nivou: Strateško planiranje, Kreativna strategija, Media strategija, Media planning, Media buying, PR, BTL, Events, Kreativne, TV i radio produkcija.

Zašto BBDO?

- Iako je BBDO Network agencija sa najviše nagrada na svijetu, rad je taj koji je čini ponosnijom.
- THE WORK THE WORK THE WORK je parola pod kojom BBDO posluje i vjeruje da je rad najzaslužniji za kreiranje ideja koje doprinose uspjehu klijenata.
- Agencija ima osnovni cilj, koji predstavlja formulu za uspjeh: dugoročna saradnja sa klijentima + [visoki kvalitet usluga + naporan rad] =

zadovoljni i uspješni klijenti.

- Mlad, ali iskusan i kreativan kadar u agenciji čini dobro uigran i stručan tim koji uz pomoć timskog rada servisira internacionalne i domaće klijente i svakodnevno prati aktuelne trendove na tržištima u sferi oglašavanja i marketinga.
- BBDO Sarajevo je u zadnjoj deceniji kroz svoj rad dokazao da je uspješan član BBDO networka, njenih vrijednosti, kulture i visoko postavljenih standarda.



BBDO agency was founded in the United States by Barton, Batten, Durstine and Osborn, long ago in 1928. Since then to present day, a global network of agencies called BBDO WORLDWIDE has been established, operating in 77 countries with 287 offices and more than 17,000 employees.

BBDO WORLDWIDE is the most awarded agency network in 2008 (Gunn Report).

BBDO Sarajevo is a full service agency established in BiH in 2000 with offices in Sarajevo and Banja Luka. BBDO is a member of BBDO WORLDWIDE network and a member of the regional Adriatic agency network.

BBDO operates with the main goal of long-term, high-quality cooperation and partnership with clients.

What services does BBDO offer?

By integrating international know-how and rich experience at the domestic market, BBDO is able to offer full service to its clients and ensure "360° communication" at the highest level: Strategic Planning, Creative Strategy, Media Strategy, Media Planning, Media buying, PR, BTL, Events, Creative,

TV and radio production.

Why BBDO?

- Although BBDO Network is an agency with the highest number of awards in the world, it is its work that makes it even more proud.
- 'THE WORK THE WORK THE WORK' is the motto under which BBDO operates, believing that work is most responsible for devising ideas that contribute to clients' success.
- The agency has its primary objective, which represents the formula for success: long-term cooperation with clients + [high quality of service + hard work] = satisfied and successful clients.
- Young but experienced and creative staff in the agency is a well-tuned and professional team using teamwork to service international and local clients and follow on daily basis all the current market trends in the field of advertising and marketing.
- In the course of the last decade BBDO Sarajevo has proved to be a successful member of BBDO network, its values, culture and highly set standards.

