

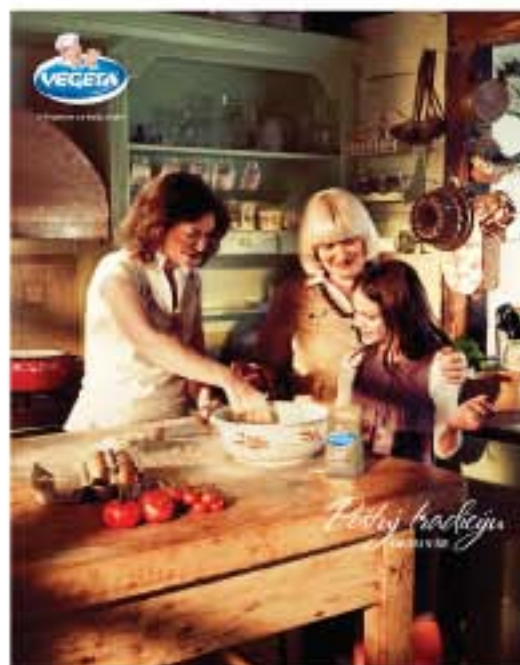
bruketa vesna zrile anita moe chris ana bernardica daniel mirel radovan tanja rukoš marija sanja izzy ivanka bu goga sandra miran ivana igor maja sanja chado dunja čep davor magdalena ana lola bela imelda neven gita thomek snješka buzz thomas martina nikola ivan zrinka tomica lana vanja željkica kristina helena sanja tanja kitica marko danijela jelena david nives ana fish tin & žinić om

Market

Market communication in Croatia encompasses several segments, the creation and production of marketing campaigns, buying media space, the organisation of various events, promotion and similar activities. There are 50 marketing and media agencies on the market, as well as specialised agencies such as those for branding, public relations, market research. With the development of the market, due to the appearance of new technology and channels of communication, the needs of clients have also changed and the market has been segmented from the so-called full service agencies (which offer clients a whole service in the area of market communication), to those which are specialised. Recently even more narrowly specialised agencies which offer clients a more specific field of knowledge in one or several channels of communication have been founded. All of these new developments point to the overall development of this segment of business, as well as to the strong, flexible, and constantly growing competition.

As the business sector grows, so too does the profession develop. Several associations within the field, national marketing festivals, competitions, conferences and seminars, as well as talented and motivated individuals contribute to the implementation of world trends in the Croatian marketing market; this was confirmed by the growing and more intense presence of domestic projects at world competitions and exhibitions.

In this extremely competitive environment, the Bruketa&Žinić^{OM} agency has existed for almost 15 years, as a full-service advertising agency offering clients a wide range of services in the area of market communication. The main task of the agency is to create an efficient method of communication for their clients and to build connections between brands and their consumers.



Knowing a brand, which is at the centre of communication, research on the attitudes of consumers and market surroundings in which a brand is positioned, as well as solid strategic foundations, are preconditions to attaining creative solutions that meet a desirable result. This attitude is just one part of the agency's philosophy, as well as the belief that in order to successfully complete a project, an open dialogue and cooperation with the client are needed in every phase of the creative process.

Achievements

The following are just some of the most successful projects:

Research showed that during a campaign for KIKI candy, the sales of "KIKI karamel" increased by 8.6 percent compared to the same period the previous year, while a new line "KIKI Gumioza" gained a nearly 12 percent share of the soft candy market in Croatia during the first month of its release. Following the "Šime is back" campaign for the Podravka Eva Company, in April and June of 2007, the sale of Eva products increased by 22 percent compared to the same period in 2006, achieving a 16 percent higher increase than was originally planned.

The "Javi se" campaign was one of the most successful campaigns that the agency developed for the TELE2 Mobile Operator, and in the three months of the campaign, the company registered 60,000 users more than during the same time frame the previous year, and marked a significant growth of income.

After the two-year campaign for Dukat fruit yogurts, cheeses, and creams, Dukat took the leading position, by



volume, on the market of children's dairy products. The company went from a relatively unknown brand to the favourite children's brand in that category.

At the 2006 World Cup fans would sing the song "Budenje" (Waking Up) popularised through an Ožujak beer video advertisement.

Just a few months after its initial launching Brandactor's project BOLD became a part of gift packages at the Oscar's award ceremony.

After the "Say Yes" campaign for Autonomna Kuća Zagreb, a shelter for victims of domestic violence, which aimed to secure funds for work in shelter and council for women victimised by violence, Zagreb County, the Ministry of Justice and the City of Zagreb signed a contract on co-financing the institution.

Projects by the Bruketa&Žinić^{OM} agency have won over 300 international awards: Epica, New York Festivals, London International Awards, Art Directors Club New York, Cresta, Clio, Red Dot, Cannes (finalist) and many more. The American magazine ID, announced the agency number one in the Graphics category in 2004, while the magazine How named them the Best of Show 2006. Numerous projects were published in global reviews of the best in communications practice (Dezeen, ID, How, Novum, Grafik, Print Magazine, Design Evolution: Theory into Practice, Anatomy of Design written by Mirko Ilić, Step Inside Design).

The Atlas of Graphic Design (2009) placed the agency among the best contemporary world designers. An eminent American magazine Communication Arts published a ten-page story about the agency.

Dezeen.com, currently the most influential web portal about design and architecture stated that the agency's project "Ispod pa red" (or "Well Done") received the most comments on their site.

Because of the numerous awards they have received, representatives of the agency are often invited to be judges at large world competitions (D&AD London, Cresta NYC, New York Festivals, Graphis, MIAF-Moscow), and in 2008 they were the first agency from Eastern Europe that headed the panel of judges of the London International Awards.

Aside from that, the agency received domestic



recognition winning the "Employer partner" award in 2006, and was nominated for the "Zlatna luna" award three years in a row (2006, 2007 and 2008). Furthermore, in 2007 the agency took second place in "The best company to work for" competition in the small and medium-sized business category according to research from the Croatian labour market web site www.mcg-posao.hr

History

In 1995 Davor Bruketa and Nikola Žinić founded a design studio which offered unconventional creative solutions, a new and fresh approach on the market. Soon after, clients recognised the value of the new approach in communication with consumers which resulted in the strong growth of the company.

In 2004 Bruketa&Žinić^{CM} began a full-service advertising agency with 24 employees and with annual turnover of 17.5 million kuna. Back then, creative teams were founded within the agency functioning as small agencies which followed a client's brand and surroundings. Also in 2004, Bruketa&Žinić^{CM}, along with Anja Bauer-Minkara and Moe Minkara, founded the first Croatian branding agency, Branddoctor. It was then that a Production Department was formed in the agency, which through expertise and organisation offers support on packaging development projects and innovative printing techniques.

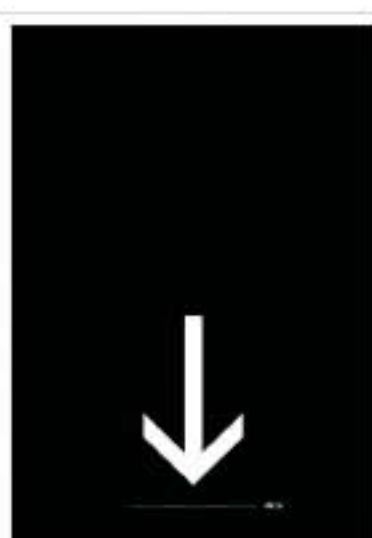
Through the development of new technologies and the growing significance of digital media the New Media Department was created. At first a part of the agency, in 2009 it became an independent company entitled Brlog.biz.

Over the past five years the agency has achieved an average of a 25 percent annual growth rate while in 2008 it reached an annual turnover of 38.4 million kuna.

Today the agency has some 60 employees, account managers, planners, BTL experts, copywriters and designers, all working on communication projects with the support of production, accounting, as well as interns from all over the world. The business strategy of the company implies continuous research and implementation of marketing strategies and adjustment to increasingly demanding and complex needs of the market and clients.

In its 15 years of existence the agency has gained experience through business with clients and brands such as the Podravka Company (Vegeta, Eva, Dolce, Juhe, Kiki, Coolinarka, Čajevi, Podravka korporativno, Linolada, Marmelade, Džemovi...), Tele2, TDR – Rovinj Tobacco Factory (Ronhill, Walter Wolf, MC, Avangard), Adris, Istragrafika, Agrokor (Leda, Juicy, Jamnica, Zvezda, Ornegol), Kraf (Kiki, Krasovice, Žvotinjsko carstvo), Eurobev (Vodica, Smis, Eterna), Dukat (Dukatino, Senia, Mijeko), Piva, Hypo Alpe-Adria-Bank, Renault Nissan, Zagrebačka Pivovara (Ožujsko pivo, Beck's, Stella Artois), Atlantic (Pitroid, Melon, Plident), Privredna banka Zagreb, RTL, Diners, Produkti Pitania, Sunčani Hvar Hoteli, Maistra, iNovine, Adista, Abila, Amis, Varteks (di Caprio, FoxUS), Puma Sport Hrvatska, Jegerstar, Radio 101, Motovani Film Festival, Zagreb Film Festival, Queer Zagreb, Teatar Exit, Gavella theatre, Chivaron, Galic wines, Boškinci, Kostelac – Incanto, Dajmo da čuju, Petrova tridionica, Autonomna ženska kuća, Hladno Pivo, Natali Dizajn, Cubismo, Pips Chips & Videoclips...

The agency's main product is efficient and relevant on and off line communication, by which brands build ties with their target groups and distinguish themselves from the competition all for one final result – to meet the client's business goals.



CCNY:
At this moment, your bum is completely exposed. If it were in a sexy pair of jeans, it would attract attention all the time!



Product

The agency offers their clients services such as development, creation and production of marketing projects – development of communication and creative strategies, advertising, visual identity, graphic and industrial design of packaging, interactive communication, promotion and activities at sales locations, and also other forms of market communication such as branding, events and digital communication developed by Bruketa&Žinić^{CM} in collaboration with their sister companies Branddoctor and brlog.biz and other partner agencies.

The core of the Branddoctor brand is expertise, creativity and intuition. The strongest branding is that which has expertise at its base, but relies on creativity and intuition. Branddoctor consists of top brand consultants, naming consultants, brand implementers, market analysts, and designers.

Brlog.biz is a digital agency that deals with communication in new media in the field of strategy, creative solutions, production and the media planning of on-line campaigns.

Behind all communication is a methodology of work which encompasses research, analysis, creation, and evaluation.

Recent Developments

In 2009, Bruketa&Žinić^{CM} formed a specialised BTL department that offers clients well thought out and developed marketing activities through new channels and means of communication. It was founded on the philosophy that experienced marketing was created based on the needs of changing consumer behaviour and perception and more intense competition.

The department focuses on the direct and complete experience of consumers in their encounter with a brand. The creative team develops communication at the sales location (designing the sales location, displaying a product, promotional activity and BTL campaigns), directs communication, promotes products, and conducts co-branding and similar activities. Also in 2009 the agency founded the other sister company, Brlog.biz. Co-founder Tin Kadović, is the creative director of the Brlog Company.

Promotion

The agency's work appears on all the relevant Croatian design and market communication exhibitions, as well as on numerous exhibitions worldwide such as (recently) their independent exhibition in Belgrade (2009), and exhibitions at the Pack Design Gallery in Paris (2008), an

exhibition at the Sheila C. Johnson design centre in New York organised by iD magazine (2008), the International Poster Biennale in Mexico (2008) and IDCN in Japan (2007).

Over the last two years the agency initiated an interactive project, www.sretanbisc.com, a web page for exchanging unwanted Christmas gifts. The site is currently only used by friends and business partners of the agency under the idea that every Christmas present deserves a satisfied owner. Through this, every Christmas a large number of presents are exchanged drawing a large amount of media and wider public attention.

Since 2009 the agency has co-organised an event called PechaKucha Night Zagreb through their Nursery garden project, with the aim of supporting creative ways of thinking and acting and reviving urban culture.

Brand Values

The Bruketa&Žinić^{CM} agency is the most awarded agency in the region. A large number of creative individuals from throughout the world work in the agency and with the help of account managers, planners and production specialists they are responsible for many successful and efficient communication solutions and the equally efficient development of bigger and smaller projects. The agency is owned by Croats and is the only such company in Croatia whose owners also contribute to the creative process.

www.bruketa-zinic.com

THINGS YOU DIDN'T KNOW ABOUT...

Bruketa&Žinić^{CM}

- The agency's Belgrade exhibition was seen by 3,000 visitors and covered by five national television stations.
- The song "Budenje" (Waking Up) from the video commercial for Ožujsko beer was sung by 20,000 people at the game between Croatia and Brazil at the World Cup.
- Apart from 60 individuals employed by the agency, it is also home to four dogs and one fish, every day some 40 glasses of freshly squeezed juice are drunk, several rounds of table football are played, and in the agency's creative mine there are ten miner's helmets.
- The agency created a cookbook for the Podravka Company that needs to be baked before use, an annual Adris group report with more than 3,000 different covers each representing one of their employees, a school yearbook in the shape of an actual pencil case for the 5th Preparatory High School, an event for Puma at the Zagreb Zoo, the agency turned the Zagreb HDLU and the fountain in front of the building into a big pot and plate of soup for an event for the Podravka Company (in collaboration with the Katapult promotion company).

