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BREND
FORUM
2023



**NEW
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NEW**

**BRAND
®EVOLUTION**

**BRAND FORUM
&
BRAND AWARDS GALA
FRANCHISE BRAND LEADER AWARD
BRAND LEADER AWARD**

**JUNE 12 – 13, 2025
ZAGREB, CROATIA**

BREND FORUM 2023



KEY REASONS FOR PARTICIPATING



New knowledge and key insights



Top lecturers and experts



**Innovations, trends, brand presentation
Masterclass workshops**



**Recognizing and rewarding the best
Annual gathering of the franchise community**



**18 hours of constant networking
and connection**

BREND FORUM 2023



mission

To be a place that gathers, connects and stages active discussions. To be the source and a place of exchange for all activities related to branding and brands in SEE. To offer room for brands where they can position and reposition themselves in front of a larger business community.



vision

In this globalised world we want to be a bridge between ideas, brands, and entrepreneurs. The “brands are the flavor of goods and services” and they ensure optimism and are one of the key levers of development.



challenge

We accepted the challenge to gather representatives of our business community, of various industries along with public experts of various profiles to talk loudly about the demanding task of positioning existing brands on all levels.

By asking these questions out loud and offering some answers, we signed up to provide solutions by including everyone in this demanding job. We offer active reflections on how and why create a new brand, how to bring it to life, and how to permanently embed it into the perceptual landscape of Europe and the global world.

We are ready to lead this discussion on how to build a brand in the environment of traditional and digital changes in society.

WELCOME TO

BREND FORUM 2023



BRAND FORUM will once again demonstrate the importance of the synergy of entrepreneurs and the exchange and transfer of knowledge and experience. At the same time, it will be a kind of catalyst for theory and practice, a guide through procedures and an advisor to avoid certain situations. It will also be an exceptional place to present old but golden brands and new ones that are no longer in the process of arriving—they are already here!



By organizing such an international event, a place and platform we have established where we can show together that a brand, recognizable by multiple identifications, is an indispensable part of development strategies, especially at the current moment when everyone is thinking about the guidelines for the future branding of systems and services.



The Brand Forum is and will be a place to discuss the role of strengthening brands to create added value for all market participants, as opposed to wasting value without a concept and rational strategy.

A true, first, unique brand platform.



Brand is an important asset that affects the overall success of a company. Intangible assets of companies, including the brand, are becoming increasingly dominant and it is not unusual for the value of the brand to make up more than 50 percent of the total value of a company. Branding is becoming a powerful weapon for market success, often the only truly effective one. **Prof. Dr. Sc. Tihomir Vranešević**



Although some people's hair stands on end at the mere mention of the word brand, even linguists cannot deny the real state of affairs: brands have taken over the world. The key is to meaningfully manage one's own identity and image. **Prof. Dr. Sc. Božo Skoko**

BRANDXX TOPICS



Strategy, improvisation, necessity? Products and services are created which are recognizable regardless of where they come from – all around us **total branding** or **rebranding** is being carried out.



Branding and brand management is not possible without successful communication, which has become the primary skill of the 21st century on the political, economic, diplomatic, scientific, sports and cultural plans.



Corporate branding, through products and services, brand extensions, through institutions, cities, towns, regions and countries to individuals (personal branding).



State branding and soft power: world economic and political forces regardless of their real and proven strength and power, they have been systematically taking care of their own national identity for tens of already and image, about one's own image in a globalized world where the image used as soft power, i.e. as a »powerful peacetime weapon in achieving one's own goals.



No, it's not about mere propaganda, that is, about designing catchy slogans, shooting successful videos and creating recognizable design, rather it is **about far-reaching changes** in the functioning of the economy and the state, the consciousness of its inhabitants, as well as global positioning.



Find out news about the brands that surround us. **Because everything is a brand. Or it wants to be.**



We will grant **FRANCHISE BRAND LEADER AWARDS** for the best franchise systems in 2024 and find the Croatian representative who will compete at the EUROPEAN FRANCHISE AWARDS 2025.



We will also find out the winners of the prestigious **BRAND LEADER** awards for corporate excellence and the best corporate brands in 2024.

WELCOME TO BRAND FORUM 2025!



Darko Buković

Director
of Brand Forum,
author of the
concept

The world, with the Internet, has become a global village. Excuse me. Global trade. And in it, you need to know how to be recognized, right?

We are living a brand revolution or evolution, depending on how you look at business and life today. And I believe that these are two words that, in the simplest (some would say the most complicated) way, readily conjure up the world we live in today. And we work.

Welcome to Brand Forum 2025, a unique international conference on brands and branding, a place where brands are talked about by those who create them, those who stand behind them, those who persistently build them.

Some may think that it is an exaggeration to say that we live in a world of brands, but when we look more broadly, we become aware that we are talking about a country as a brand and how to brand, how to do it with a region, city, place, event, institution, product, service, company, idea, and not to mention personal branding, which is gaining more and more strength and to which many strive.

The wider European environment, as well as the spaces outside it, provide the foundations for joint action, so it is the right time for a clear, open, well-founded conversation between those who are most economically invited to comment on the state of affairs. And changes. As part of BRAND Days, we will also award Brand Leader awards for excellence and the best corporate brands.

The best franchise systems will receive the Franchise Brand Leader Award, and at the same time, we will find out who will represent us in Brussels at the European Franchise Award competition!

Welcome to Brand®evolution!

@brendforum.hr



BRANDXX TALKING POINTS

Brand is identity! EVERYTHING

How to measure brand value. Are there any boundaries? Brand architecture and the meaning of a brand for future development. The role of communication, media and brand(s).

Building a brand or working for a brand?

Is a brand stronger if and when you narrow your focus or not? Recognizable brands – a clear competitive advantage. Certificates in the service of brand(s).

Perception is the new reality

Technology has further accelerated perception, but a brand will still depend on a long-term unsigned trust agreement with the recipient. The role of artificial intelligence.

Oldy and Goldy

Traditional vs. new brand creation industry; how do brands emerge, disappear and last? Family companies as a brand.

Personal brand revolution

How to brand yourself personally? Who among us is a personal brand? Last name as a brand. Have role models and idols disappeared? Is everything about a personal brand subordinated to sales?

How to protect brand integrity?

How do brands deal with crises that they stop because of false information on social media and other channels?

Brands and privacy

In the era of digital marketing, brands are collecting and are pouring out huge amounts of data about themselves. Do you know the boundaries? The ethics of using data mining and predictive marketing.

Branding through scandals

From negative publicity to higher sales. Can scandals really be useful for brands?

Brand is trust

The success of the brand is linked to authenticity or maybe, not. Roles of franchising, licensing in the service of brand extension, the role of employees in strengthening the brand.

The essence of the brand is emotion

Products are created in factories, brands in heads. Short or long term? What are the right brand value?

Are brands above ideologies?

We are surrounded by a constellation of old brands that are outlawed ideologies, and once national heroes, they still live their brand today, although no one knows who are the people who hide behind the names.

Global vs local

Development strategy: brand or company? The laws of branding are always the same. They change circumstances and companies.

There are

New brands come with new technologies-social networks, the relationship between the Z and X generations according to brands. Start-up revolution – a new paradigm of investing.

Cancel Culture

Can brands survive if they don't speak out about social issues? Does CC threaten the authentic authenticity of the brand or is it an opportunity to strengthen engagement with consumers?

Branding in the AI era

How can artificial intelligence advance to change branding processes, but also to challenge ethical dilemmas.

Brand ambassadors and influencers

Storytelling in branding. How to build an emotional story about your brand. Influencers or even just seller engagement

SCHEDULE OF EVENTS

First day

BRANDING ACADEMY: WORKSHOPS

B2B NETWORKING

BRAND CLINIC

BRAND PRESENTATIONS

BRAND AWARDS GALA

Second day

KEY NOTE SPEAKERS

PANEL DISCUSSIONS

BRAND STORIES

BRAND PRESENTATIONS

B2B NETWORKING

32
SPEAKERS

5
WORKSHOPS

2
DAYS

18
HOURS BRAND CONVERSATION

4
PANELS

7
KEYNOTE SPEAKERS

BRAND AWARDS GALA

The Brand Awards Gala is a prestigious event that rewards the best achievements in corporate excellence, branding and business operations in individual industries.

We will award Franchise Brand Leader Awards in several categories and find out who the national winner is who will represent Croatia at the prestigious European Franchise Award competition.

We will also discover who the holders of the Brand Leader awards for corporate brands or corporate excellence in 2024 are.

In a festive and professional atmosphere that matches the significance of the awards themselves, we will toast with a top-class musical program and selected delicacies - to the best among us.



HOW WAS OUR TIME AT BRAND FORUM 2024!

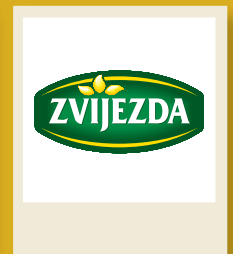
BREND FORUM 2024

BRAND FORUM 2024 BROUGHT TOGETHER WORLD EXPERTS IN BRAND, BRANDING AND THINKING ABOUT THE BRAND

As many as **39 exceptional speakers from 9 countries - Croatia, the United States of America, Canada, Belgium, the Netherlands, Saudi Arabia, Slovenia, Bosnia and Herzegovina and Serbia**, through 8 introductory lectures and 4 panels, explained individual segments and advice in more detail to the attendees using concrete examples of branding and how it is implemented in practice.



The first **BRAND LEADER** awards for corporate excellence were also awarded, based on numerous reasons: a specially created unique model and criteria prepared by the award's chief analyst, Nikola Nikšić, and the evaluations of the expert jury, headed by Prof. Dr. Sc. Tihomir Vranešević. Brand Leaders for 2023 are **Končar, Ledo, Podravka, JGL, Kraš and Zvijezda!**



The visual of the award and the logo itself, by Darko Buković, symbolize thinking outside the box, because brands are always a little outside established practices. So, nothing limits them or should limit them. This symbolism was brilliantly incorporated into the stone and carved by the **academic sculptor Dina Jakšić Pavasović, owner of the Jakšić Gallery in Brač**. In its simplicity, the unobtrusive carved name of not only the award but also the corporate brand, elevates the business and the awardees on a pedestal, with a clear message that brands have their own solid foundations.

A brand is authenticity, emotional connection, identification. A brand is knowledge and strategy, including all the elements that are crucial for integration into all aspects of the business to achieve long-term success in the market. A brand does not rest based on chance, but rather on persistent and thoughtful work and a multi-level approach. These are the messages from the successfully held international conference Brand Forum 2024, powered by Provectus Capital Partners, which brought together **more than 220 participants** from all over the world and provided a unique opportunity to exchange the knowledge. And strategy in the field of brands and branding.

The conference, held on Friday, June 21, the first day of summer, at the Zagreb Hotel Academia under the motto **EVERYTHING IS A BRAND. OR IT WANTS TO BE!**, stood out with an exceptionally rich all-day program, great speakers and a very active and curious audience. The forum provided an excellent opportunity to learn from leading world experts, network with each other, especially because we should never forget that the essence of a brand is emotion, adding that products are created in factories, brands in minds. Technology has further accelerated perception, but a brand will still depend on a long-term unsigned contract of trust with the recipient. It was also interesting to hear who the winners are in the battle of brands in the Croatian and regional markets, and the more than current topic of loyalty programs, i.e. how to turn followers into fans. There was also a discussion about personal brand and branding, i.e. how to sell yourself and how much of it is reality and how much is myth.

We held the first Business Haiku Contest and found out the best business haiku poem!

Bussines Haiku Contest 2024.

Transfer rejected
Liquidity never better
Weekend begins

Author: ŽELJKO GRMUŠA, CEO
BTL Medical Technologies d.o.o.





KEY NOTE SPEAKER:

Kimberly A. Kociencki, President of the Board of SPLICE, one of the largest product licensing associations in the world, a kind of think-tank with best practices for brand licensors. Gathered more than 500 global brands in 50 industrial sectors annually generate more than half of all global retail revenues from licensing - members include P&G, Ferrero, Michelin, Coca-Cola, Danone, Philips, Kodak, Mondelez, McDonald's, Under Armor, Unilever, Amazon, Zippo, Monster...

Licensing & Franchising – similarities and differences and opportunities for brand development

A special Master Workshop organized by representatives and members of SPLICE, led by Kimberly Kociencki, was held at Bernays Polytechnic as an overture to the Brand Forum. The hall was justifiably full, the hall changed three times, and in addition to Kimberly Kociencki, the president of the Croatian Franchise Association, Ljiljana Kukec shared her knowledge and experience with the participants. The participants gained insight into the rules, procedures, opportunities and details of how to license, receive and carry a license and use brand synergy. They also gained insight into brand development strategies through licensing and franchising, with a special emphasis on practical examples and case studies. The workshop was an excellent opportunity for all attendees to gain new knowledge and establish valuable contacts in the world of branding and licensing, and to prepare for the Brand Forum conference that followed. Finally, each participant received a Certificate of Participation and Acquired Knowledge.

TOP SPAKERS:

Alisdair Gray, CEO of the European Franchise Federation (EFF)

Ivar Scheers, Deputy Ambassador of the Kingdom of the Netherlands to the Republic of Croatia

Igor Čičak, CEO of Provectus Capital Partners, PCP

Edin Mehić, co-founder of CSO, Bloomteq, Blum Institute for AI

Dr. Božo Skoko, Faculty of Political Science, brand communication expert

Dr. Hedda Martina Šola, director of the Institute for Neuromarketing and Intellectual Property

Kristijan Gregorić, partner at Valicon and CEO of the Adria region

Bojan Radlović, Chief Digital Officer, Fortenova Group & CEO of Multiplus-Card

Tomislav Anadolac, co-owner of the OLD Pilot's Gin brand and the company Duh u boci

Jelena Jakšić Matovina and **Marina Zrile**, Research Manager and Sales Manager, BRANDpuls, Ipsos

Dr. Saša Petar, sales expert, professor at the University of the North

Dr. Ljiljana Kukec, president of the Croatian Franchise Association, FIP

Dr. Romana Matanovac Vučković, Head of the postgraduate specialist study Intellectual Property at the University of Zagreb

Goran Krnjak, President of Brand Extension&Licensing





PANEL: BRAND PERCEPTION AND COMPETITIVENESS

Zlatko Mateša, President of the Croatian Olympic Committee, Dino Selimović, Advisor to the Minister of Foreign Affairs of BiH, Slaven Žabo, Director of Commercial Operations, Croatia Airlines, Vladislav Veselica, Member of the Board, Janaf, Minja Šmitran, Chief Operating Officer, The Bridge Saudi Arabia.
Moderator: Prof. Dr. Božo Skoko

PANEL: BRAND IS THE IDENTITY OF EVERYTHING

Stjepan Orešković, majority owner of Mplus Group/Bosqar Invest, Peter Frankl, CEO of Finance, Slovenia, Gordan Kolak, CEO of Končar.
Moderator: Darko Buković



PANEL: HERE THEY ARE!

Krešimir Dobrilović, owner of Carwiz, Mario Popić, CEO of Tekstilna tvornica Trgovišće, Mina Tadić, Chief Marketing and Corporate Communications Officer of Delta Holding, Serbia, Sanja Garaj Miloš, Director of Corporate Marketing, Podravka, Dina Serdarušić, co-owner of Eurovilla agency and Sanel Volarić, CEO of Groupama insurance. Moderator: Tin Bašić

PANEL: PERSONAL BRAND – MYTH OR REALITY?

Tedi Chiavalon, Co-Owner of Chiavalon Organic Extra Virgin Olive Oil, Boris Vukić, Founder of Klub 2040, Serbia, Mate Janković, Chef/Restaurant Owner, Sol Tapas Na Hrvatski, Diana Kobas Dešković, CEO, Inc. Q & Founder of Mamforce, and Krešimir Macan, Owner and CEO, Manjgura, also a moderator.





AND HOW DID FRANCHISE BRAND LEADER AWARD 2023 GO?



All winners of the FRANCHISE BRAND LEADER AWARD 2023

CARWIZ RENT A CAR IS THE FRANCHISE OF THE YEAR 2023.

At the same time, **CARWIZ rent a car** is at the awarding ceremony of unique franchise awards in Croatian and regional market, Franchise Brand Leader Award 2023, declared the best Croatian export franchise and the winner of the award for the biggest export breakthrough.

The **EDUCATION WITH MUSIC** franchise was declared the fastest growing new Croatian franchise, and the award for the most already growing Croatian franchise on the regional market went to **TINKER LABS**.

Furthermore, the **HELEN DORON** franchise was rated as the fastest growing foreign franchise on the Croatian market, while **EDUKIDO** takes home the award for the best franchise with social impact. Best franchisee is **TINKER LABS REPUBLIC OF CROATIA**.

The franchise person in 2023 is **ANITA MARKOTA ŠTRIGA**, member of the Erste Card Club Management Board, for - as stated in the explanation - make decisions - action to promote the franchise business and support franchise business, spreading awareness about Croatian franchises in all segments of society and especially among the business community, never making differences and artificial division into large and small franchises.

Krešimir Dobrilović, founder and president of Carwiz, rents a car, is especially happy because Carwiz is in its sixth year of operations with a presence on all continents with almost 400 locations in 35 countries. Only in business In 2023, 11 new countries and 130 locations were opened, and the first contract was signed for Australia with a duration of 30 years.

As part of the ceremony, he presented his extensive experience in franchise business and consulting for franchise business, shared by **JOHN P. HEYES**, USA, Chair of Titus Center for Franchising Palm Beach Atlantic University, who which about ways to take the fear out of thinking about franchises - Take the Fear Out of Franchising, what is also the name of his book which, on the occasion of the award and his arrival in Croatia, could be downloaded for FREE from Amazon.



John P. Heyes



After a careful analysis of the data, 26 finalists were crystallized and selected, candidates for several franchise positions Of the city for the year 2023. The awards were decided by the Expert International Commission, in which, along with the Croatian experts, Dr. Božo Skoko, Dr. Tihomir Vranešević and Dr. Saša Petar, former head of franchise organizations from Hungary, Slovenia, Romania, Serbia, Macedonia, Croatia and the United Arab Emirates.

Ljiljana Kucec, president of the Croatian Association for Franchise Business FIP, member of the European Franchise Federation and the World Franchise Council, is also the winner of a special award from the jury for persistent work and engagement for pro-by moving the franchise business, a kind of recognition for past work.



THE FIRST FRANCHISE AWARD IN SOUTHEAST EUROPE



The award was founded with the aim of affirming the most prominent companies, institutions, and individuals who, through continuous positive development and innovative strategies, set higher standards and improve the franchise market, and make an outstanding contribution to the popularization of business potential and models, not only in our country but also in the wider regional area.



The franchise award is an additional incentive for the development of the market, which grows as much as 20% per year!



**FRANCHISE OF THE YEAR
2021**



**FRANCHISE OF THE YEAR
2022**



**FRANCHISE OF THE YEAR
2023**

ALL franchises operating on the market were nominated

WITHOUT paying the registration fee

All finalists participate for awards in all categories

A prerequisite for entering the potential selection is a **completed Questionnaire**

The Franchise of the Year is chosen among the award winners by category

The International Expert Jury decides on the awards

The national winner, Franchise of the Year 2024, will again represent Croatia at the prestigious European Franchise Awards, organized by the European Franchise Federation, which will take place in October 2025 in Brussels



**FOUNDERS OF THE
FRANCHISE BRAND
LEADER AWARD**





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SP  NSORSHIPS
OFFER
2025

BREND FORUM & BRAND AWARDS GALA

ORGANIZER
POSLOVNI FM & Partners



WHY BE A SPONSOR?

On June 12 and 13, 2025, BRENDA FORUM 2025, a unique conference that will gather company owners, presidents and board members, company directors, numerous foreign and domestic exceptional experts, will be held in Zagreb under the motto Brand @evolution. From the position of those whom they choose to talk about brands and branding, share their thoughts on the role, the development of the brand/brands and their business strategies.

During the two-day conference and the Brand Awards Gala, participants will have the opportunity to hear inspiring lectures, participate in panel discussions, and network with the most influential people from the business world. The unique Franchise and Brand Awards recognize and celebrate the best examples in the industry, and encourage innovation and excellence in business.

- ➔ **Exclusive opportunity for your brand – tailor made package**
- ➔ **Brand visibility at a high level**
- ➔ **Strengthening reputation**
- ➔ **Value-added sponsorship**
- ➔ **Direct networking with decision makers**

TAILOR MADE APPROACH

After the proposal and discussion, brief and wishes of the client/partner, the set-up and definition of directions are determined, a proposal is made to the client with a method and description of implementation, and upon confirmation, it starts implementation, development, implementation and monitoring.

INAUGURATED 3P MODEL

Each of the projects inaugurates and operates through a unique 3P model (in Croatian *Poslušaj, Pogledaj i Pročitaj*): Listen (audio content), Look (video content) and Read (textual content).

BE PART OF THE BRAND REVOLUTION!

SUPPORT AND JOIN US AS A SPONSOR OF BRAND FORUM 2025 AND BRAND AWARDS GALA!

LET'S CREATE TOGETHER AN UNFORGETTABLE EVENT THAT WILL SHAPE THE MARKET AND LAY THE FOUNDATION FOR FUTURE SUCCESS!

PARTNER PACKAGES



BRAND FORUM & BRAND AWARDS GALA FRANCHISE BRAND LEADER AWARD BRAND LEADER AWARD

PREMIUM EVENT PARTNER **ON REQUEST**
3 IN 1 TITULAR PARTNER, POWERED BY

PLATINUM PARTNER **10.000 €**

GOLDEN PARTNER **7.500 €**

SILVER PARTNER **5.500 €**

BRONZE PARTNER **3.500 €**

PROGRAM PARTNER **3.000 €**

SPONSOR **2.000 €**

IN-KIND PARTNER/SPONSOR **BY AGREEMENT**

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THE FIRST BUSINESS INTERNET AND PODCAST RADIO

- ➔ Recognized beyond our borders? We are the winner of a prestigious award for the most innovative media project in the region in 2019.
- ➔ We won the prestigious award for the best Internet and podcast work part in 2023. BEST INTERNET PODCAST RADIO 2023, a part of the GlobalBusiness Awards 2023.
- ➔ The only medium with all the content and listening to the podcast when and where you want and on demand is on Mixcloud, as well as on Spotify platforms.
- ➔ FIRST, on the GLOBAL BUSINESS CHART of Mixcloud, one of the most important and worldwide popular platforms for streaming audio, a content device that enables listening and distribution of radio broadcasts, DJ mixes and various podcasts – whenever you want and from anywhere.
- ➔ The only media a which operates – Gospodarska informativna agencija (Economy Information Agency), a unique service of original content, announcements and analysis.
- ➔ Founder of the unique Brend Forum, a conference on brands and branding.
- ➔ Founder of the first BRAND LEADER awards for the best corporate excellence.
- ➔ Founder, with the Croatian Association for Franchise Business, of the first Franchise awards in the Southeast Europe area – Franchise Brand Leader Award
- ➔ Founder, with the IM&C agency, of the first awards for business communication, EPL Award.
- ➔ The only medium whose entire speech content is converted into text arti-nom intelligence is using the Beey platform, from the NEWTON company Technologies Adria.
- ➔ The only medium whose content is simultaneously published on 130+ local media portals with a reach of over 700,000 followers.

ORGANIZATIONAL TEAM

Every success is based on people, their faith and commitment to the ultimate goal. Experts gathered at the Organizational committee of the Brand Forum & Brand Awards Gala have, not only exceptional knowledge and skills, but also answers to all potential questions.



DARKO BUKOVIĆ
Director
and Founder



SILVIJE ŠIMAC
Executive
producer



DR. LJILJANA KUKEC
Organizational
committee



DR. BOŽO SKOKO
Organizational
committee



TOMISLAVA RAVLIĆ
Organizational
committee



DR. ALDIN DUGONJIĆ
Organizational
committee

Got an idea? Proposal for participation? Interested in sponsorship?
For details on sponsorship packages, prices and specifics, contact us via
e-mail: info@brendforum.hr.

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