

K-15

Market

The K-15 Show was created at the beginning of the 90s which was a time period convenient and inspiring enough for commenting on the social circumstances of that time. It was a period when diversity and novelties in the comedy programs were much needed because the only TV channel was the Macedonian National Station.

In 1993 the first private TV channel was opened in Macedonia which created space for novelties.

The three founders and sole authors of K-15 have different professional background, but with the same sensibility and sense of humour regarding the prevailing social conditions. The show K-15, new, bold and witty, soon became the most viewed comedy show in Macedonia, entering the media through the characters and their circumstances, all created in an unofficial production design.

Inspired by their surroundings, the authors used the media freedom while their friendship spontaneously led to producing comedy sketches which made the authors successful, long-term partners. Their popularity grew at a fast rate due to the following reasons:

For the first time there was the appearance of Macedonian characters in the media that portrayed the reality of the Macedonian society as it was.

They daringly ironised with stereotypes.

They boldly commented on the political figures.

They made a parody of the way of life.

Achievements

The K-15 Show is a rare example for several measurable and immeasurable indicators of its popularity. The standard, measurable ones are: voted Most Viewed TV show six consecutive years, voted Character of the Year three times, received the Golden Ladybird for Best Show twice. In 1998 K-15 received another Golden Ladybird for Most Viewed TV Show in the history of Macedonian television, as well as for National Heroes.

For the past 15 years, K-15 has improved its production and received higher TV ratings. They



began with filming short sketches which, in one year, became very popular. They further developed their work into producing various projects; all based on the already popular characters Tošo, Cacko and Mile.

The K-15 Show was first broadcasted on A1 television - the first private TV station in Macedonia. Later on, K-15 switched to other TV media and it always reached the highest number of viewers in the broadcasting hours. The best example for this is the Macedonian National TV station – MTV 1 – whose ratings used to increase while K-15 is on air and decrease again after the show.

According to a survey regarding public opinion, marketing and media which was carried out in 2005 by Brima, a Macedonian member of Gallup International, from the total potential audience (population) in the Republic of Macedonia, in May 2005 the audience for the K-15 Show totalled 1,535,000 spectators and

included 76% of the population of the Republic of Macedonia. Because of its specific layers of humour, the diversity of characters and expression, the show attracted viewers of all ages.

A specific manifestation of K-15's popularity is the great number of quotes, the imaginary discourse, the expression style and the voice mutation, all of which have weaved their way into the colloquial expression of the Macedonian language and entered normal use.

In 1995, K-15 performed in live at the City Stadium in Skopje and, for the first time in Macedonian history, these Macedonian performers filled-in the Stadium with 13,000 spectators.

History

Prior to the creation of K-15 in its present form, its authors began their own shows in radio NOMA, a then urban radio.

There, Branko Ognjanovski (Mile the Panic)



and Vasko Todorov (Tosho the Unlucky) joined Lupcho Bubo Karov (Cacko Konopishki) and have been creating K-15 ever since.

In 1989 the K-15 project was named "Ether and media". This project was begun with the goal to produce comical and satirical episodes intended for television broadcasting. The first sketch ever broadcasted under the name K-15 was "A debate on



armpits" with the three characters.

In 1994 K-15 became its own production under the name "K-15 Production" and with AI as a co-producer began to produce and broadcast the show K-15. In 1996, receiving technical support as a grant, they expanded their work to include the production of commercial and music videos with creative production and postproduction elements. With time K-15 Production grew into one of the most sophisticated and best equipped Full Service Advertising agencies on the Balkans. For their clients the agency produced: preparation and realization of marketing researches, strategic planning, media strategies, creative audiovisual solutions for electronic, printed and outdoor media, distribution of commercial materials and database marketing.

Product

The K-15 Show, or commonly known as K-15, is a comedy show whose authors are Branko Ognjanovski, Vasko Todorov and Lupcho Bubo Karov. The three of them begin with three different characters, stereotypical of the Macedonian society. Mile the Panic is a character that embodies a confused and uncritical man with flaws in his expression, dressing and behaviour. Tosho the Unlucky is a stereotypical figure of a clumsy and unsure "cool dude", always unsuccessful with women, while Cacko Konopishki is an average, kind-hearted man with typical Macedonian hospitality. All characters have specific appearances that make them distinguishable.

There are other characters impersonated by these three, as well as by other guest actors that have contributed to the show and are remembered by their roles.

Over the past 15 years, 16 seasons, 155 episodes and more than 2,000 sketches were filmed. The point of this kind of show spontaneously imposed itself as a ground for satirical comments on the social issues that were created throughout the years. K-15's success was a combination of the right people at the right time, as well as their ability to sustain as a powerful trio. The show was produced by a small production with a team of 10 people who share the enthusiasm and wish for working on and filming the show. This cohesiveness created the



possibility for development of their work which is how K-15 Production originates. The Production began with producing over 200 commercial videos, 2 copyrighted shows, over 20 music videos for Macedonian performers and 4 documentary series.

Recent Developments

The success of the K-15 Show in the past 15 years has led to the possibility for opening its own TV channel, whose brand "K-15" will involve a great amount of humour and entertainment across the country. K-15 Television is the new medium in the Macedonian ether, which primarily is established as a music TV which promotes Macedonian music exclusively, supporting all humanitarian music events in Macedonia and promoting new TV people. K-15

Television's program is based on sketches from the K-15 Show, music shows and it is the only Macedonian satellite television freed from political and informative editorials.

After 15 years of continuous broadcasting of the K-15 Show, there was a need for refreshment of the program with new talented characters. For quite a while there have been requests for direct participation of the fans and the viewers of the show together with the main and popular characters. For that reason, on K-15 Show's

15th anniversary, the team decided to organize an audition for new talented comedians who would join the new series of the Show as actors. K-15 Production in production of K-15 Television is a project whose goal is to open the doors to talented people across the country and give them a chance to participate in the Show.

Promotion

The team and the authors of the K-15 Show manage to use their enormous popularity to promote high values through various social aspects. Their original ideas and solutions are always asked for as a support in popularizing numerous campaigns. They are fervent supporters of humanitarian actions and their activities are always mentioned as actions with vision and humanity for projects on different matters. Their biography claims for the production of 7 documentary episodes of the series "The Wonderful Country of Macedonia" – for affirming



and promoting Macedonia; series "Bon ton" – played by three popular characters; Eko media – a campaign for raising public consciousness about the environment in Macedonia (supported by the Ministry of Environment); and the Day of the Tree – a public initiative for foresting in the Republic of Macedonia.

An essential part of the K-15 brand is the music group "Duo Trio" in which, besides the three authors, other famous Macedonian singers have also performed, and some of their songs are put on sale. Well-known choruses from their songs have become one of the most requested ringtones in Macedonia.

Brand Values

The K-15 Show appears and is created almost at the same time with the creation and growth of the Macedonian independent state. During the period of 15 years, when the social and political situation often changes, the Show manages to keep its neutrality and to remain impartial towards political parties which it always openly criticizes. K-15 is a political satire that boldly strips off the current characters and their flaws, while always keeping the public consciousness awake. By scrutinizing the deepest subtleties in the stereotypes existing in the Macedonian society, K-15 describes and laughs at the milieu in a very unbiased and witty manner.

The brand and its protagonists create the most popular commercials for products whose demand grows at a very fast rate. Very often, the commercials become more popular than the sketches and achieve the maximum marketing effect.

The three authors-actors in those 15 years manage to maintain top form, constantly upgrading it in their media products and never taking an indifferent position. The K-15 Show is a show in which fresh, contemporary and unusual humour is expected and given.

THINGS YOU DIDN'T KNOW ABOUT...

K-15

- The term K-15 stands for the 13th salary of the year which was given in the time of Yugoslavia.
- The characters of Mile the Panic and Tosho the Unlucky appeared for the first time as a radio characters on Radio NOMA.
- Out of the three, only Lupcho Bubo Karov was born on a different date.
- In 1999 the International jury awarded K-15 the Golden Drum in household maintenance category for a commercial which was K-15's idea and production.