

Karolina

KAROLINA GOCEVA

The Superbrands organization has for the past 18 years been paying tribute to the strongest and the best brands in 89 countries. The categorisation of the awards was changed in 2009. The Superbrands organizers believed that it was high time to not only award product brands and companies on the world market, but also to award public figures that truly deserve it.

In the process of choosing laureates, the emphasis is put on products and companies that operate at the national and the international level. When choosing actual persons, the organizations targets exclusively those persons who have become "super brands" through their personal achievements, and are, as such, of great importance in their homeland as well as on the international market.

Sport and music are two categories with the highest number of distinguished representatives, i.e. Macedonian's super ambassadors to the world. In the final election for the year 2011/2012, we are awarding the Superbrands for the first time to one of the greatest artist on the Macedonian music scene, the one and only, inimitable, Karolina Goceva.



Market

Since the very beginning of her career, Karolina has attracted attention of wide audience, and her albums and concerts are listened to and attended by fans of all ages. Her exceptional voice and striking beauty have quickly taken her to the top, where she has been successfully for years thanks to her effort, correct relations with the media, colleagues and fans, as well as her modesty and compliance which are especially appreciated by the audience.

Entering the world of music at the age of 11, she was maturing and changing together with the Macedonian pop scene, beginning in times when the stars were made during live performances on big festivals, all the way to the times of rapid multiplication of media, top lists, musical manifestations, as well as competition. Even in times when the media embraced sensationalism, and the performers eagerly traded their intimacy for just a bit of stardust, Karolina handled all provocations skillfully and dignified refused to compromise her vision. She has always maintained her fair relations with all and managed to stay

colorless to the world of yellow press media.

In addition to all challenges of the work in music, Karolina has managed to conquer the most difficult, the biggest test of personality – to start as a child-star growing up under the watchful eye of the public without losing self-criticism, without losing the will to improve, without losing the thirst for new challenges. Let's remember, without listing, a lot of child-stars did not manage to stay sane and their lives and careers simply and uncompromisingly swallowed them. That is why, by being the way she is, Karolina has been on the top for years, has been a challenge to composers and a favorite topic of media, a true and irreplaceable pop princess.

History

Karolina Goceva starts with music at the age of 11 when she has her debut performance in the most



popular Macedonian festival MAKFEST. The performance of the talented girl from Bitola immediately delights audience and music critics. Although performed by a child, the song "Mamo pusti me" is still a well know evergreen. The album by the same name is the first to mark the emergence of the star on the Macedonian music scene.

The numerous festival appearances bring her many awards for interpretation, and at the age of 14 she gets the award for best female artist in Macedonia on 12 Velicestveni (Macedonian equivalent of the Grammy Awards).

The defining moment for the development of her future career is the contract with the musical-production company Avalon Production in 2000. This resulted in an instant release of the album "Jas imam pesna" and she has been their exclusive artist ever since. Well accepted by the critics and the wider audience "Jas imam pesna" becomes one of the top 3 best selling albums of the year in



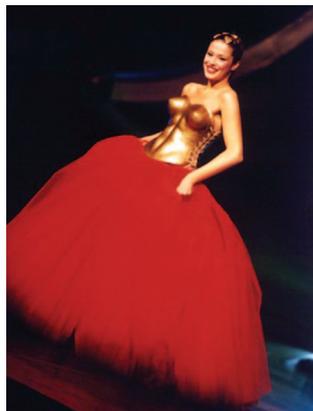
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Macedonia, which stimulates the record company BK Sound (Serbia and Montenegro) to release a licensed edition for their market. The year after is the release of her second album "Zosto sonot ima kraj", which is another confirmation of the quality of Goceva. The release of the two albums leads to concerts in April 2002, when Karolina becomes the first female performer to sell out Universal Hall three times in a row. This has not been repeated to this day, and this makes her the first female performer with such success in Macedonia. As a favorite of the audience, she wins the national selection for the Eurovision Song Contest and represents Macedonia at the Eurovision Song Contest in Tallinn-Estonia with the song "Od nas zavisi". Her performance in the stylish corset, creation of Aleksandar Nospal, remains to be remembered as the most striking Macedonian presentation on the Eurovision scene yet.

The third album "Znaes kolku vredam" was released in 2003, and a Serbian edition was released as well which was named "Kad zvezde nam se sklope... kao nekada". This period is remembered for the transfer of Karolina as a huge music star from one record company - BK-Sounds to another - City Records. City Records makes her album available everywhere in the region. The audience accepts her new songs and Karolina becomes one of the most listened and most recognizable music stars on the territory of ex-Yu. The biggest hit in Serbia, Bosnia and Herzegovina, and Croatia is the song "Kad zvezde nam se sklope kao nekada".

In 2005 two versions of the fourth album are released simultaneously "Vo zaborav" in Macedonia, and "U zaboravu" on the territory of ex-Yu. Having in mind that the songs on this album are created by Gibonni, Momcilo Bajagic - Bajaga, Vlatko Stefanovski, Dino Merlin, Ivica Brncic, Zlatko Origanski... it is no surprise that this album "Vo zaborav" is one of the best selling albums in Macedonia of all time. The number of 20,000 sold copies only proves the status of Karolina as a star, and we can definitely say that it is by then the best album of her career.

With the win at the national selection for the Eurovision Song, Karolina proves that she is an absolute favorite of the fans, and she becomes the first performer to represent Macedonia twice at the Eurovision Song Contest, this time with the song "Mojot svet" in Helsinki, Finland. Despite the fact that Eurovision introduces certain rules for the first time that year, which are unfavorable to a small country such as Macedonia, Karolina succeeds in reaching the final. Many of the people at that time



do not consider this as a big success, but in retrospect it has another dimension.

The fifth album "Makedonsko devojce" (Macedonian girl), released in 2008, presents a new Karolina, and is without a doubt

one of the best achievements in the history of Macedonian music. The refined album is different from her previous work, above all it takes a turn from pop music to sophisticated multilayered palls of the compositions of Zlatko Origanski, who gets inspiration from the Macedonian traditional music and creates contemporary, but timeless sound. Karolina once again shows her great potential, this time embracing the listeners with soft, subtle performance with the top interpreters of the original song. Skillfully avoiding the repetition of what has been heard before, she does not use somebody else's model, but creates her own and refining the songs "Makedonsko devojce" makes an impression as if this album has always been part of the Macedonian music treasury. The material from the best selling album in Macedonia for 2008, makes a strong impression on audience in the region and beyond. Accompanied by top



Photography © Dejan Panovski

instrumentalists, in live Karolina presents this album not only at a great quality concert in Universal Hall, but also in Turkey, Australia, Montenegro...

Discography and awards

Mamo pusti me (1992)

Jas imam pesna (Avalon Production, 2000)

Zosto sonot ima kraj (Avalon Production, 2001)

Znaes kolku vredam (Avalon Production/City Records, 2003)

Vo zaborav (Avalon Production/City Records, 2005)

Makedonsko devojce (Avalon Production, 2008)

Kapka pod neboto (Avalon Production, 2010)

Recent Developments

On the last album "Kapka pod neboto" for the ex-Yu market released as "Kap ispod neba", Karolina continues the tradition of collaboration with top musicians from the whole Balkan. Among these is the guitar virtuoso Vlatko Stefanovski who is a guest in the song "Ne se vrakas" which becomes an ultimate hit in Serbia, Montenegro, Bosnia and Herzegovina. The promotional tour of the album is crowned with a spectacular concert in Boris Trajkovski Arena in May 2011, where Vlatko Stefanovski, Bei The Fish, Tavitjan Brothers, and Vlado Janevski appear as special guest stars. In 2012 the plan is to release a "best of" album to round off all her hit singles in one place, as well as the release of the album "Makedonsko devojce 2" by the end of the year.

Promotion

Along with the successful concerts and great videos, Karolina is the first Macedonian music star who presented whole albums on TV with professional musical stage show. First for "Znaes kolku vredam" and then for "Makedonsko devojce". She is also the only one from Macedonia to be a part of two high budget TV shows that lasted for several months - "Pej smen" in Bulgaria, and "Zvezde pevaju" in Bosnia and Herzegovina.

As one of the biggest stars of the region, Karolina is constantly in demand for collaboration with the biggest brands. She and Avalon are always careful to collaborate with representative companies that represent true quality brands, such as Mobimak - T-Mobile, Skopsko, Head and Shoulders, Vitaminka, and recently the mobile phone operator One and the automobiles Peugeot.

Using her influence in the public she regularly takes part in charities, and is the face of the campaign for fight against the cervical cancer "My Life Is My Song". Together with Nina Badrik, Aleksandra Radovik, and Maja Sar had two big concerts in Bosnia and Herzegovina and Croatia.

www.karolinagoceva.net