



Market

Tomato Production is a leading independent production company in Macedonia when we talk about television and film work. By creating this production at the end of the 1990s, this brand has proven to be a pioneer in the television work in Macedonia and the introduction of new and modern equipment only confirmed the work of the team which created the first Macedonian music videos, the commercials which have received many awards and the shows which still have the highest ratings among the citizens in our country. Since their beginnings, to-date, we can say that Tomato production set the foundations of the Macedonian shows with its work, beat all viewing records in Macedonia and opened the way which leads beyond our borders for all the remaining media.

When it is a matter of making videos, this production can be considered as the most successful, simply because it created the first Macedonian videos which were aired on the world music channels and music TV stations. In addition to the Macedonian artists and bands, this production has a successful cooperation with many world famous names.

In this production, the team is comprised of some highly trained professionals who are always completely committed to the job. A proof of this is the product which always bears the stamp of Tomato production and is famous in Macedonia, and beyond.

Achievements

In its 13 years of successful work, Tomato Production received many awards, plaques, acknowledgements, nominations and Certificates of Gratitude on local, national and worldwide level. Almost all television products which were made by Tomato production have been rewarded on the domestic and prestigious Balkan festivals. The first places for music videos of the year should be mentioned, as well as political and entertainment shows of the year, short films of the year etc. TV projects have been rewarded and have been said to be "cult TV projects". We should mention the countless nominations on the music festivals for music videos which were produced by Tomato, and they were nominated as the best in those categories.

History

The Film Production Company Tomato has operated since 1999 and is the leading independent production in Macedonia.

The end of the 90's was a very important period for Macedonian music, a start of something that many of us today wish to call the Macedonian show business. At that time, few experts in music, television products and with an enormous wish to be the part of the world created Tomato production. Since Day One, Tomato has had the best camera in Macedonia, the latest editing programs and a few dozen lights.

The first video of Tomato Production was for the band Area. Tomato has since made videos for almost all male and female singers and bands in Macedonia, and from the Balkans we can name a few: Nina Badrikj, Masimo Savikj, Zeljko Bebek and many others. What really makes this production stand out is the cooperation with the greatest



Balkan star Tose Proeski from the very beginning, and unfortunately until the singer was taken from us too soon ... Tomato made all the videos and concerts of this musically unique voice.

The commercials are another story. Commercial signed by Tomato production can belong only to a company that is aware that 80 percent of the product's success depends on a solid commercial. Companies that worked with us know that we can give them the world, but only if they can afford it. One of the first commercials

signed by Tomato was for the Taxi Company "De Luxe". In addition to this, the foundations of the video commercial in our country were set by Tomato in cooperation with the brand Coca-Cola. Only the greatest brands have entrusted the advertising of their products, when they wished to transfer their proven quality into a commercial video...

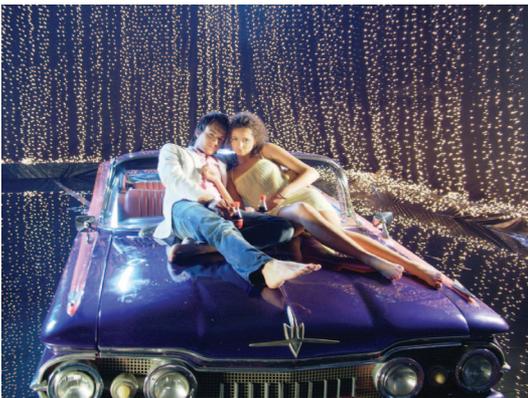
TV shows have a very special place. In 2000 Tomato started with the TV show "Tokmu toa" (That's It). In the meantime the short series "Zenite se" ("Women are...") was realized. With the quiz show "Klub 360 Live" Tomato proved that Macedonia can have world class quiz scenography. We worked on the talk show "Vrteleska" to the end, and after that we took one step forward with the talk show "Ciao Skopje". In addition to these great projects, Tomato has been with M2 production in search for various stars.

The tradition of short TV shows, like "Tokmu toa", continued with "Vo sema", and after that with "Red Hot", and in 2009 they started one of the best projects in this country called "Trotoar" (Sidewalk) ... the show became the brand in Macedonia and has entertained the viewers until this day with all the urban and modern quality of the entire project, it regularly receives awards in our country, and beyond. In addition to these, Tomato production also realized TV shows "Srebreno Iskusenie" (Silver Temptation) The Boki 13 Show, "The Big Mama Show", "Cool TV", as well as the political shows "Ako e" (If it is) and the "Milenko Nedelkovski Show" and the quiz show "O-La-La". In the documentary series "Tamu nekade" (Somewhere Over There) they told stories from many European cities, and Tomato production has put its signature on many of the documentaries.

There is nothing special to tell about TV show "Daj Pobrzaj" ("Hurry up!"). The high rating of the

show said it all. In addition to these great projects, Tomato set the standards for games of chance such as "Nashe Bingo", "Dzandar Zbira", The Lottery and many others...

After a while, Tomato production began to realize its ideas in larger projects such as concerts. Among the many concerts made by Tomato are the concert of Ceca Ražnatović in Prilep, Zdravko



Čolić in Skopje and the concerts of almost all Macedonian stars.

What they are especially proud of is their contribution in the humanitarian campaign Macedonia for the victims of the Tsunami in Japan, the humanitarian concert Skopje, Haiti and Chile, as well as the humanitarian concert for the monastery St. Jovan Bigorski. Many foreign non-governmental organizations have put their trust in Tomato Production and choose them in the Public tenders. The campaign for the fight against the Human Trafficking, approved by the International organization for migration was also made by this production, but the campaign Choose Life, Choose Sports, the project Macedonia Cheers, and Macedonia Forever; projects which set the foundations of the Macedonian cheering songs which are still being sung today, the choice for the athlete of the year; The Summit of the Religious Communities held in Ohrid, the opening of the manifestation Krushevo-Etno Grad, The Struga Poetry Evenings, The Broadband Commission in Ohrid where some of the most influential people in the world participated from the field of internet and mobile technology.

Product

Tomato is a production which owns the most modern HD Technology for studio and field recording. As the only ones with this equipment in Macedonia, they always aim for visual and audio

perfection. The evidence for this is the cooperation with all Macedonian singers, distinguished companies which wish to have a commercial video made for them, as well as all major state projects were put in the trust of this production.

In addition to the projects made by Tomato Production, we can say that this brand made most of the TV Hosts and journalists in Macedonia. This



is confirmed by the fact that today almost all current and successful hosts have cooperated with Tomato.

The product created by Tomato can be recognized immediately, even if you didn't know that it was made by them, because of the professionalism of the team, the technical equipping of the production and the efforts for success of the things produced.

Recent Developments

In addition to the many novelties which Tomato has practiced so far, in order to improve the television media, the production began with total HD recording, editing, and broadcasting in Macedonia since 2011. The videos and commercials which are made are recorded with a film camera and lenses depending on the needs for the video; the studio of Tomato is adapted in every type of set, from a desert - to the center of a world class metropolis.

In addition to all the achievements, Tomato can boast about one more thing. We all know what the current shows look like on the Macedonian TV channels. Show Business News, interviews with famous persons from our country, following events which happen in Macedonia. All this Tomato has made since 2000 through the show "Tokmu toa" (That's It) which was unique for its type in Macedonia. And unlike all the rest of the shows which are made today, this product of Tomato was one hundred percent their innovati-

on without any copying from world famous shows.

Promotion

Tomato production is a brand which is a constant promoter of all the spheres in the culture and sports in Macedonia. Theater, concerts, whether it's classical or modern music, the exhibitions and all



remaining cultural manifestations have always received support from this production, and in the major part it wasn't just media support, but also technical. In addition to the culture, Tomato is a proud promoter of the sports in Macedonia, as well. By choosing the cheering anthem of Macedonia, the choice for the official sports jersey of the Macedonian national teams, the choosing of the best male and female athlete of the year for many years now at the manifestation Sports Oscar of Macedonia, the production has proven to be a proud promoter of all which is good in our country and which deserves the attention of the media.

Brand Values

Tomato Production is a pioneer of the independent television - production work in Macedonia. By emerging in our country, the production moved the parameters of the television work because finally the world class standards were set by Tomato. This is a production which provoked the Macedonian public to raise the level of awareness for the importance of the quality which appears on the Macedonian television.

www.tomato.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

TOMATO PRODUCTION

- Tomato Production is the first Macedonian production which made a video for a Macedonian band, which aired on the world music channel, Superhiks- Rade 2001.
- The first entertainment show made by Tomato, "Tokmu toa" (That's It) is the foundation of the modern Macedonian entertainment program. After this show, many others of this type appeared.
- The first video which was ever made in Macedonia for a band from across the Atlantic was made by Tomato. The band Eye of Charm works in Canada and the video for the song Farewell Machine was among the top three on the official Canadian top list in 2006.
- Up until 2012 Tomato has made over a thousand videos, over one hundred shows and over three hundred concerts of Macedonian, Balkan and world famous music stars.
- The greatest and most important state event which happened in Macedonia, the Broadband commission 2012 was in complete organization of Tomato production.

