

# Superbrands

## Media Coverage

Country	Date	Publication
Croatia	2017	Press Clippings



The flattering title has been won by about thirty Croatia's best brands

Drugi jezik na kojem je dostupan ovaj članak: [Bosnian](#)

*Superbrands Croatia* last week unveiled the sixth edition of the *Superbrands Book* and awarded the *Superbrands Croatia 2016/17*.

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At the *Superbrands Croatia* award ceremony, statues were lifted by about thirty best brands in Croatia according to the votes of members of the Expert Council of *Superbrands 2016/2017* and consumers.

Dynamic business year of the *Superbrands* team has resulted in a 100% growth thanks to transparency and the successful implementation of the communication strategy for the business year 2016/17. Continuous communication with the profession, quarterly professional journal *Brend Kultura* and mini-conferences on the occasion of each issue, as well as the *NEXT Balkans* event, greatly contributed to the success of the *Superbrands* project in Croatia.

Flattering titles last night was taken by the leading brands in Croatia which thus confirmed the importance of investing in the brand, as well as the advantages that the *Superbrands* mark carries in communicating with the market. All brands and partners of the project are presented in the sixth edition of the *Superbrands Book*: *Cinestar, City Center One, Crodux, Dalmare, Dietpharm, Edward Bernays, Experta, Galeb, Grad Lošinj, Index.hr, Interspar, Končar, Lado, Lider, Links, Mlinar, Oryx Rent a car, Plodine, Polleo sport, Poslovni savjetnik, Pula Film Festival, Renesansni festival Koprivnica, Rowenta, Specijalna bolnica Sv. Katarina, UNIQA osiguranje, Večernji list, Žena.hr*, as well as the partners of the project: *Balon centar, Copy Electronic, Grafokor, Ivić catering, Fotkaona, Print studio, Simtamand Studio Smijeha*.

“Behind us is another year of investing in the *Superbrands* –the independent authority on branding, which is active in Croatia for a decade now. Each year *Superbrands* shows the consumer that each brand is worth more if it carries this prestigious mark, and that

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it is a recognized member of the prestigious society in which only selected brands can be invited,” said **Lea Brezar**, CEO of *Dhar Media* and the *Superbrands Project for Croatia and Slovenia*.

“This year we selected 300 brands in 25 categories which deservedly entered the very top. 27 brands from this list decided to further elevate their market communication with the sign of quality in the field of branding – the *Superbrands 2016/2017* mark. We believe that these brands will proudly wear the *Superbrands* mark and with it become further recognizable in the abundance of market supply, because the *Superbrands* mark draws the attention of the customer just as the quality, the reliability, diversity and emotional effect behind it. Congratulations on the wise decision to stand out as the best,” said **Vesna Sekalec**, Director of *Superbrands project for Croatia and Slovenia*.

“A powerful brand is not one that has only good financial results, but one that has high emotional value among the consumers. It becomes strong, positive brand, with long-term loyalty to consumers, high quality and awareness about the brand. Market needs such strong brands,” said **Zoran Sazdovski**, Director of *Superbrands Adriatic*.