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Press release

VALICON TOP25 BRANDS: Milka still on top, Argeta the strongest Slovenian brand

text ► In order to place high on Valicon TOP25 regional list of brand strength, constant work, innovation and a strong story are required - we have been emphasizing this for a while and it won't hurt if we say it again. A brand needs to be very consistent with its story if it wants to be desirable among consumers.

Once again, Valicon conducted another FMCG brand strength measurement in larger part of former Yugoslavia - in Slovenia, Croatia, BiH, Serbia and Macedonia. Valicon has been conducting FMCG brand strength measurements in this territory for twelve years.

VALICON TOP25 FMCG brands for 2014

1	Milka chocolates
2	Coca Cola
3	Vegeta
4	Cedevita
5	Argeta
6	Orbit
7	Smoki
8	Cockta
9	Nivea
10	Pepsi
11	Nescaffe
12	Jaffa cakes
13	Fanta
14	Jana
15	Lenor
16	Paloma toilet paper
17	Gillette
18	Plazma
19	Kiki
20	Ariel
21	Airwaves
22	Nutella
23	Podravka sups
24	Dukat yogurts
25	Medeno srce

Milka chocolates is dominating the top of the list as they have been showing innovation for years in combining classic marketing, the product itself and price positioning expanding to all products category relevant to Milka. Their constant direction towards *tenderness* with aggressive product advertising and their work at the sale point itself are a good guideline for all other FMCG brands.

Coca Cola took advantage of its anniversary in 2011 with great results. In 2013, they showed all other brands how to manage an emotionally strong campaign. Even though this kind of creativity was not enough to retain the leading position due to the **general fall of carbonated non-alcoholic beverages** and strong competition (i.e. Cocta or Pepsi) it reached the second place on Valicon TOP25 regional list.

The leading two positions on the list have a significant advantage before others, while brands, placed from third to eight place are fairly close to one another. They all show certain "opportunities" where they can succeed and certain "problems" which need to be remedied in order to attain a better position on the list. With higher positions, we can talk about retaining the position or moving toward the top. When taking into consideration brands placed between the third and eight place, we must keep in mind that minor factors decide when we talk about a "drop" or a "climb" of a specific brand in regard to the previous year. **The relation between two brands can be completely reversed next year.**

An analysis of the list shows a certain "rule", which determines where a brand is placed on **Valicon TOP25 FMCG brands list**. This means that **it is difficult to find a local brand** on the list, even in those categories, where local brands are prevalent - such as beer, coffee, water, dairy products, ice-cream...

Nevertheless, palpable success can be observed in some of the mentioned categories. The Jana brand in the category of water brands is a clear example. In 2013, this brand was several positions below the 25th place, while in 2014 it climbed to the fourteenth place. This proves **that continuous work on regionalization, as well as introducing a story and emotions into a brand reflects on the brand strength and its position on the list**. Of course, we have to consider a factor, which helped the water brands and other beverages in 2014, namely, seasonalization.

Also, it is hard to find brands from less popular categories on the list, such as cigarettes, female and male products or premium brands. **The reason that specific brands "move" can also be found in the growth or drop of a whole category**. In some categories, the leading brands are more present, while in some they are not as prevalent. Brands in oligopoly category, i.e. the beer category, have the hardest task. Active presence on the Serbian market is the pre-condition for entering the Valicon TOP25 regional list. Due to the size of the market itself, the Serbian brands have a slight advantage. The advantage in this case is double, meaning the advantage of a large market and the absence of discount stores and private brands, such as is the case in Slovenia or Croatia.

Brand strength is calculated on the basis of visibility, experience and brand use. A brand is defined as a fast-moving consumer brand, when a product is used inside a specific category. If the same brand is used in different categories, for example Milka in

the category of chocolates and Milka in the category of biscuits, the strength of the Milka brand is not calculated as a whole but separately for all categories where this brand is present.

The research was conducted a little bit later than usual, in September and October 2014 due to the floods, which affected the majority of the countries of former Yugoslavia, the sample being at least n=1000 per country. As always, the results are presented in a manner ensuring representativeness for Slovenia, Croatia, BiH, Serbia and Macedonia. Therefore, brand strength in Slovenia has only half as much influence on the regional brand strength as brand strength in Croatia, which is twice as large as Slovenia. We must also consider the fact that the modified interviewing period affects the strength of some brands, especially in beverages. Due to the seasonal influence the results are not entirely comparable to last year's list.

Research data

Contractor: VALICON

Interviewing period: September - October 2014

Sample size n=1000/1500 per country

Population 15 - 65 years of age

"Mixed-mode" method, which includes representative online interviewing and supplementary field interviewing of population without access to the Internet

Representative gender, age, education, region

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Valicon

Valicon is one of the leading marketing consulting and research companies, mostly active in the region of South-Eastern Europe. The company specialises in small markets and offers customised solutions, advanced methodologies, and in-depth insights into the client industries. The company's core business is marketing consulting based on market research. The knowledge and skills of Valicon's employees extend to fields such as brand management, management consulting, innovation, media, trend prediction, online strategies and data mining. Valicon offers services across the entire former Yugoslavia and, through its chosen partner, also in other parts of the South-Eastern Europe.

More information

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