

Thanks to the PRO VOX brand management, TISACOOOP has increased sales up to 2,5 times

About Client

TISACOOOP from Kanjiža, Serbia, has been importing and distributing the most renowned Hungarian food products throughout Serbia for almost two decades. With an advanced logistics, distributors network and professionalism, the company has obtained the status of exclusive representative of several European food brands which originated from Hungary, among which are: Pick, Pannontej, Gallicoop, Kaiser-Food, Hungerit etc.

Business Challenge

Market development, arrival of worldwide well-known chain stores in Serbia and growing competition forced the TISACOOOP management to promote the goods they have been importing more seriously. Therefore, they addressed us in the spring of 2006 with a request for creating a promotional campaign. Back then, their assortment offered about 80 products, divided into several groups from 15 different manufacturers. Still, some brands have already had their images built in Europe. However, since conditions on the market are changing, TISACOOOP suppliers are changing too, so neither of them has an absolute priority. All this meant that we couldn't rely on neither of the already built brand images. Creating the promotional campaign turned into a serious task – forming a trademark.

Approach & Solution

We suggested making the new common brand which would later serve as a ground of all marketing communications. The TISACOOOP management appealed to the idea of forming their own brand, so the project was soon initiated.

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We knew we had to promote our products, but we didn't know how. When PRO VOX suggested forming a brand, it occurred to us as a good solution. Now we realize that we have been brave, and that we decided right. As dealers, we were always selling goods of other companies, but now we sell our too.

Karolj Kermeci
Deputy Managing Director

PRO VOX is a strategic marketing agency offering marketing planning, brand management, integrated marketing communications (advertising, event marketing, public & customer relations, sales promotion, direct marketing, viral marketing) and design. PRO VOX has been at the forefront of successful strategic marketing solutions since 1997.

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„DELICIOUS, FROM HUNGARY“ BRAND SIGN EVOLUTION



The first version of the brand sign made in 2006



In 2007 the brand sign was redesigned to make the fork clearer



The second version of the brand sign represented the stylized stamp



In 2009 a modification of the brand sign was made by moving the axis of rotation. By adding the green background, the brand sign stands out clearly and causes stronger association on the country of origin – Hungary.

We came to a conclusion that what makes the base of the new brand is high quality food from Hungary, and the brand promise should be enjoyment in well-known Hungarian taste and quality. When the food is concerned, the primary target segment in Serbia is certainly women. However, since it was about half-finished and finished products which are prepared very quickly and easily, we couldn't leave out men. Modern city life and lack of time for preparing a meal laid the groundwork for philosophy of the future brand – “DELICIOUS, FROM HUNGARY”. We created a brand sign in a form of a stamp combined with a symbol of a fork which represents the origin, the sort and the quality of products. Along with the colors – red, white and green – we emphasized Hungarian origin, and with the name we accentuated that it is about high quality food products.



Results & Benefits

Development of the new brand was initiated by the necessity of uniting many different products. Turning into a trademark gave it the additional value and opened up many business opportunities for TISACOOP. Careful building and more than 3 years of investing in the brand “DELICIOUS, FROM HUNGARY” have contributed to its high ranking in Serbia with regard to similar products from other countries. After the first promotional event in 2006, the sale of the products which carry the name of this brand increased for 258% in selected hypermarket in December 2006 than in the same month the year before. Until the year of 2009 the sale recorded slight increase throughout the whole country.

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We weren't clear what the meaning of the brand was, but we knew that it offered us an ample opportunity. If we haven't it today, it would've been very difficult. For me, the brand is the symbol of the positive change in our business and a constant source of ideas for further improvements.

Ilona Buš
Managing Director

According to the sales data, “Hungarian fork” is quietly winning consumers' hearts in Serbia! Today an average consumer buys products of the “DELICIOUS, FROM HUNGARY” brand twice a week and she is more than pleased with its design. That is exactly the proof that the innovative ways of branding always open new chances for profit increase.