

brandomania

www.brandomania.co.rs

TV SHOW ABOUT BRANDS AND THEIR INFLUENCE ON US.

TV SHOW ABOUT GOOD COMMUNICATIONS...

... **money** ... **ideas** ...
originals ... copies ...
consumers ... crea-
tors ... local ... global ...
permanent ... momen-
tary ...

brandomania

is the only such TV show on the European media market. The aim of the show is to promote new values through goods' makes and brands. An indirect, but nevertheless important ambition of the show is to raise the level of communications between producers (market) and consumers. A better communication generally represents the final achievement of the show.

The logo for brandoman features the word "brandoman" in a bold, lowercase, sans-serif font. The letter "o" is highlighted with a red circle. To the right of the text is a stylized graphic of a person's head and shoulders, composed of white lines, set against a teal background with a white dot pattern. The entire graphic is enclosed within a white circular border.

brandoman

THE CONTENT

BRANDWORLD

Worldwide information about the best brands and advertisements

BRANDHOME

About the domestic market brands, their communications, the global and local get-together... editorials, advertorials

BRANDSTYLE

Famous people talk about themselves, what they spend and make. How did they become identifiable.

BRANDRETRO

How were the most famous brands made

BRANDBOARD

The unique top-list of the best commercials, advertisements and media campaigns

JOIN THE CLUB OF THE MOST SUCCESSFUL ONES

brandomania

relevant - amusing - informative - original - known - recognized

- we have been here for five years with 295 shows
- we are the first consumers' magazine, i.e. TV show dealing with communication
- the show is original and copyrighted. The target group is not as big as a football audience, but has an economic potency bigger than all other viewers put together: opinion makers, leaders, business community, young people eager to become all that the previous groups represent.
- we have won a special UEPS award for improving market communication, as well as British Council and BA honors
- we take part at all relevant worldwide and regional marketing and media festivals, at launchings and promotions of all global brands worldwide where we manage to be present / invited to, in order to get creators and consumers closer to the future.

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Author and Editor Gordana Ristić



ABOUT THE GUESTS AND REPORTS FROM ALL OVER THE WORLD

Brandomania TV show deals with issues attractive to smart consumers, issues which prepare them to understand their own importance, but also to make a right choice in the system of values that promotes originals, quality, knowledge, style and all that makes a person generally better.

Our favorite theme – communication and creativity gave us a reason to meet the globally most famous people, media owners or creative teams in media and agencies. Brandomania hosted the heads of the largest communication agency networks, as well as the most honored creative people in the world; those who create communication and who channel it. Such as: MTV President Brent Hansen the owner of the largest media corporation Lachlan Murdoch, Ana Kournikova, VIACOM President Sumner Redstone Beckham, Pier- Silvio Bersluconi , Cesaria Evora, Cannes Lions President Rodger Hachwel, Cannes mayor, Siemes Chairman Heinrich von Pierer , Nike President Phil Knite, Escada Vice-President, Princess Jelisaveta, Princess Katherine, HRH Aleksandar Karadjordhevic, Stefan Milenkovic...

...reports from all over the world cover events, festivals and places which are the symbols of values important to the viewers. From Belgrade, to London, Rome, Cannes, Moscow... New York.

ABOUT ADVERTISERS

Brendomania is the show where only the most famous brands advertise their products. Such as:

Mercedes, Audi, Banca Intesa, Siemens, Dior, Givenchy, D&G, Max Factor, Knjaz Milos, Davidoff, Apatinska Pivara, Renault, McDonalds, Olympus, Telekom, Nike, Citroen, Escada, Omega and Delta Holding.

Why?



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ADVANTAGES OF ADVERTISING IN BRANDOMANIA

On top of the production and creative qualities of the show, there are a number of uniquely favorable factors of the Brandomania advertising:

2-3 spots in a block (60 sec)

first and second showing (2-3 times)

the combination of direct and indirect advertising

the possibility of branding – product placement, logo placement...

exclusive possibility of joining the show friends' club,
sponsors' presence at promo clip and opening / closing credits, multimedia mix – web and magazine presence

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Duration: 25 minutes

Production and Copyright: Freemental, Belgrade

PROJECT DEVELOPMENT

- authentic Serbian project – MADE IN SERBIA
- new subjects which will enable our viewers to get familiar with what they are afraid of or what they are being scared with, and with what will lead them from a consumer towards a creator, or, at least, towards a smart consumer
- supporting of young creative people, makers, as well as world recognized sportsmen
- researching the brands' characteristics in the consumers' interest
- new issues will include stories about the strongest influences
- from cartoons to the White House, from fashion to computers (globally and locally)
- introducing stories about the negative aspects and their power will make us even more attractive
- the duration of show 25 minutes.

THE BRAND OF THE YEAR CONTEST

The January and February voting for the Brand of the Year in 12 categories. The ceremony and the Program would be shown live and the voting audience would have a chance to get a car as a major prize. The voting would thus be stimulated, with additional prizes further contributing. The Brand of the Year voting is a part of the Brandomania show.



MAGAZIN BRANDOMANIA™

Launched 2008

Magazine for creative life and business



PHOTO BRANDOMANIA



Joe Pytko
famous Hollywood commercials
director with Vuk Dapčević,
BRANDOMANIA's director.



Gordana Ristić
BRANDOMANIA's author
with her team in Cannes.



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COMMUNICATIONS

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