

Superbrands

Media Coverage

Country	Date	Publication
Montenegro	2015	Press Clippings



Plantaže winner of award Superbrands!

Company Plantaže have won the award Superbrands Montenegro for 2015/2016 year. In selecting and evaluating Superbrands four most important criteria have been taken into account, which are recognized in the work of the Montenegrin band, based on Jury of Experts: quality, reliability, diversity and emotional appeal.

Around 600 market brands applied for this year's selection ,grouped in 23 categories, which are selected on the basis of information of Montenegrin leading marketing agencies. In the elections beside domestic brands were involved international too. The jury is made up of about 50 renowned and recognized representatives of the Montenegrin business community, experts and authorities in the field of business and marketing, university professors, representatives of the media, and people who are in their daily work in contact with famous international and local brands.

This organization is present in ninety-two countries worldwide, and started its work in Montenegro in 2015. As an organization that is based on the identification and

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nomination of exceptional market brands, Superbrands analyze achievements of particular trademark and recognize those who make more than competitors and rewards them with highly recognized Superbrands status.

Our company is also recognized as such in the markets of the region, and our wines Vranac and Vranac Pro Corde proudly carried the mark of Superbrands for the market of Bosnia and Herzegovina and Serbia.

We appreciate professional jury that recognized quality brand of Plantaže and awarded us with his recognition. We will continue to make every effort to achieve better results on the overall satisfaction of our customers.

<http://www.plantaze.com/plantaze-winner-award-superbrands/>

Superbrands Montenegro počinje sa izborom najjačih tržišnih marki u Crnoj Gori

Međunarodna organizacija Superbrands, globalni autoritet na području brendinga, počinje sa izborom najjačih tržišnih marki za 2015. godinu u Crnoj Gori, saopštili su Portalu Analitika organizatori.

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Za ovogodišnji izbor najboljih u Crnoj Gori konkuriše oko 600 tržišnih marki, raspoređenih u 23 kategorije, koje su odabrane na osnovu podataka vodećih crnogorskih marketinških agencija. U izboru učestvuju kako domaće crnogorske tržišne marke, tako i međunarodne.

Formiran je Stručni Žiri koji čini oko 50 uglednih i priznatih predstavnika crnogorske poslovne javnosti, stručnjaka i autoriteta iz područja poslovanja i marketinga, univerzitetskih profesora, predstavnika medija, te ljudi koji u svakodnevnom poslu imaju dodir sa poznatim svjetskim i lokalnim brendovima.

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Superbrands predstavlja onu tržišnu marku koja pruža znatne prepoznatljive emocionalne i opipljive vrijednosti. Pri izboru i ocjenjivanju Superbrand-ova uzeće se u obzir četiri najznačajnija kriterijuma: kvalitet, pouzdanost, različitost i emotivnu privlačnost (naboj).

O organizaciji Superbrands

Organizacija Superbrands prisutna je u 92 države svijeta, a 2015. godine počela je sa radom i u Crnoj Gori. Kao organizacija koja se temelji na identifikaciji i nominovanju izuzetnih tržišnih marki, Superbrands analizira ostvarenja određene tržišne marke i prepoznaje one koje ostvaruju više od svoje konkurencije te ih nagrađuje visoko priznatim Superbrands statusom. U 20 godina svog postojanja Superbrands je postao prepoznatljiv kao mjerilo uspjeha pojedine tržišne marke. Superbrands svake godine objavljuje knjižnu publikaciju u kojoj su predstavljeni svi Superbrandovi na tržištu matične države u navedenoj godini.

<http://portalanalitika.me/clanak/200780/arhiv>

CDM asked Tina and Andrija – Is it more difficult to be a journalist or a politician in the campaign?

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“When it comes to covering the campaign as a journalist, it is a very active and, conditionally speaking, stressful period, not so much because of the content but because of the timing and the pressure to complete everything in a very short term. Of course, during the campaign the journalist is also obliged to be extra cautious when it comes to impartial and objective reporting in order to avoid slipping into propaganda of certain political groups. Now I’m on the other side of the same coin. The election headquarters of the Key coalition operates as a newsroom where everyone has their responsibilities and the aforementioned deadlines”, Raicevic told CDM.

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Andrija Nikolic told CDM that a journalist's engagement in the campaign requires more sensitivity and tolerance than a politician's one. The later is straightforward and clear.

“As a candidate for MP in the election campaign, you are taking the responsibility to make your beliefs closer to the voters and your success in the elections will depend on how frank and committed you are. That requires mental and physical effort, given that you are obliged to be constantly in contact with people. When you appear on the political pitch, the environment and atmosphere in which you play the game is different. Now there are conventions and press releases and you are acting in the role of one who speaks and answers questions, instead of the previous engagement when you were the one who asked questions”, Nikolic said.

Raicevic added that her journalist work was aimed at developing critical thinking and initiating new things, and now, as a politician, she is working on finding concrete solutions to current and future issues and challenges.

“When it comes to me, I think I'm one of those who are enthusiastic about their work and I think it is crucial for the quality of any work. As a journalist, I enjoyed preparing and editing programmes. Now I also enjoy new challenges such as analysing the current situation in the society and the state and finding the right solution”, she pointed out.

Nikolic said that both jobs required great vigilance and even greater commitment to the goals you have in front of you.

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“If you voluntarily left journalism and chose to be involved in politics, provided that the choice is grounded on solid and sincere beliefs, then it is logical that it is more comfortable to you to appear in the campaign as an MP candidate who has chosen the side, than as a journalist, who is obliged to be unbiased”, he said.

<https://www.cdm.me/english/cdm-asked-tina-and-andrija-is-it-more-difficult-to-be-a-journalist-or-a-politician-in-the-campaign/2727/>