"InCo movement - the branding that made a difference"

Ladeja Godina Košir, Delo - News Media Company

Ljubljana, 18. October 2010
Branding – what for?
Navigation in unstable word

• We are social beings

• It’s impossible not to communicate

• Core values do not change

• We want to belong – to the group/ community …
What is a brand today?

• A Brand is a friend

• With clear values and mission

• With story to tell, with story you can take part in

• Inclusive, interesting, flexible, reliable, unique …

• Behavior counts, not nice words
InJo & InCo

Shall we be friends?
From InJo to InCo
friend/brand is born

- The initiative of few
- Limited audience/stakeholders
- Looking for core messages
- Group of enthusiasts/pioneers
- The movement of plenty
- Complex InCo model of stakeholders
- Clearly defined values
- Community of pro-active participants
Active dialogs, different projects

- InCoJr
  - InCo Conference
- InLo Com
  - InJo Awards
- InCo Ba
  - InCo Inniciative
- InCo NGO
  - InCo Manifesto
- InCo Corp
  - ...
- InCo Sci
- ...
- ...
Vision
InCo – an internationally established movement for an innovative breakthrough of Slovenia.

Mission
Promoting active interstructural dialogue and development of tools for sustainable development of an innovative society.

Values
Tolerance; Creative dialogue; Courage; Empathy; Development

Visual Identity
Logo / umbrella brand / synergies
MANIFEST
InJo-InCo
2008

Povzetki in nadgradnje izhodišč
Konferenca o inovacijskih novinarstvu in komuniciranju -
"Stanford po Stanfordu 2008"

Avtorji:
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Mojca Šaprk

Ljubljana, oktober 2008

InCo konferenca 2010
3. Konferenca o inovacijskem komuniciranju
8. april 2010, Gospodarsko razstavišče, Ljubljana
More friends, stronger brand

• Born in Slovenia, meant to be international

• Connecting people who share same values

• Encouraging people to dare – share, exchange, develop, contribute, believe …

• Brand as a synonymous for state of mind not a brand as a label that divide
InCo – able to listen and hear
It’s not how good you are, it’s how good you want to be.

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