njuškalo | Glavna njuška među oglasnicima

Crafting Brand Stories for Gen Z

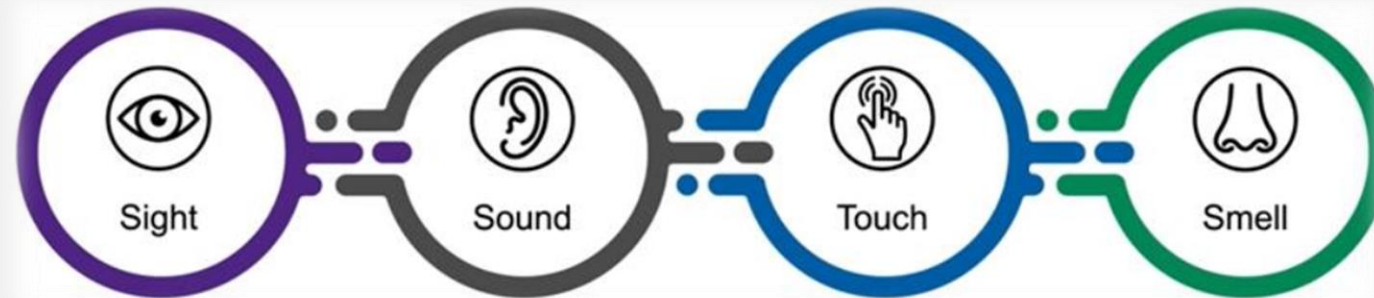Brand Repositioning Case

Intro

Manuela

- Mother of three (19, 17 & 12)
- Working since 1996; marketeer, passionate about consumer-centric product and brand marketing with a love for human resources
  1. FMCG (Henkel, Sales)
  2. Telecommunications (A1, Marketing and HR)
  3. Career break (almost 3 years)
  4. Digital marketplace (Njuškalo 7+ years, Marketing and HR)

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Crafting Brand stories... Brand?

What is a brand?

- The psycho-cultural associations linked to a name, mark, or symbol associated with a product or service (Kellogg School of Management)

- Brands are formed and created by many touchpoints, and logos and advertising are just a small part of branding

- Brands can use all sensations to create associations and meaning to people

- Repositioning is a challenge if the brand has high awareness

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Starbacks, using all the sensations „Roasteries"

- https://stories.starbucks.com/press/2019/starbucks-reserve-roasteries-around-the-world/

- https://fwtmagazine.com/starbucks-reserve-roastery-milan-not-your-mamma-mias-starbucks/

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Impact of the Brand

- Good quality, two small, diamond earring (0.3 carats each)
- Expected price = $550

- Good quality, two small, diamond earring (0.3 carats each
- Expected price = $873

- Good quality, two small, diamond earring (0.3 carats each
- Expected price = $81

TIFFANY & CO.

Walmart

Brands create value in a lot of ways, but thier ability TO SHIFT HOW PEOPLE PERCEIVE A PRODUCT is the most profound one.

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Njuškalo

- No 1 classified/ marketplace in Croatia

2,7 M Users	**43 M** Ads	**1+ M** App downloads
1,5 M Monthly Visitors	**57%** Internet Reach	**150** Employees

- Since 2007, part of Styria Group

- Vision:
  - We want to become the most effective and customer centric digital marketplace that inspires trading in a simple, safe, convenient, engaging and fun way.
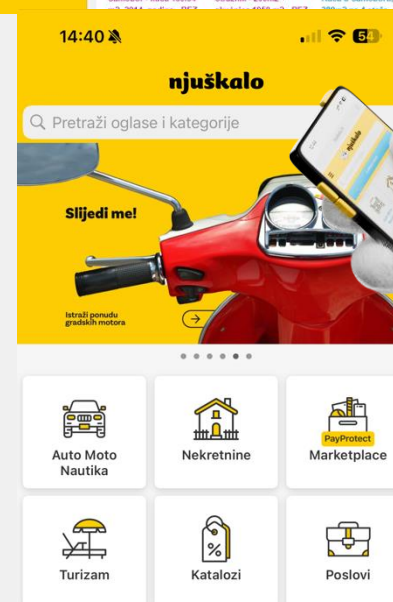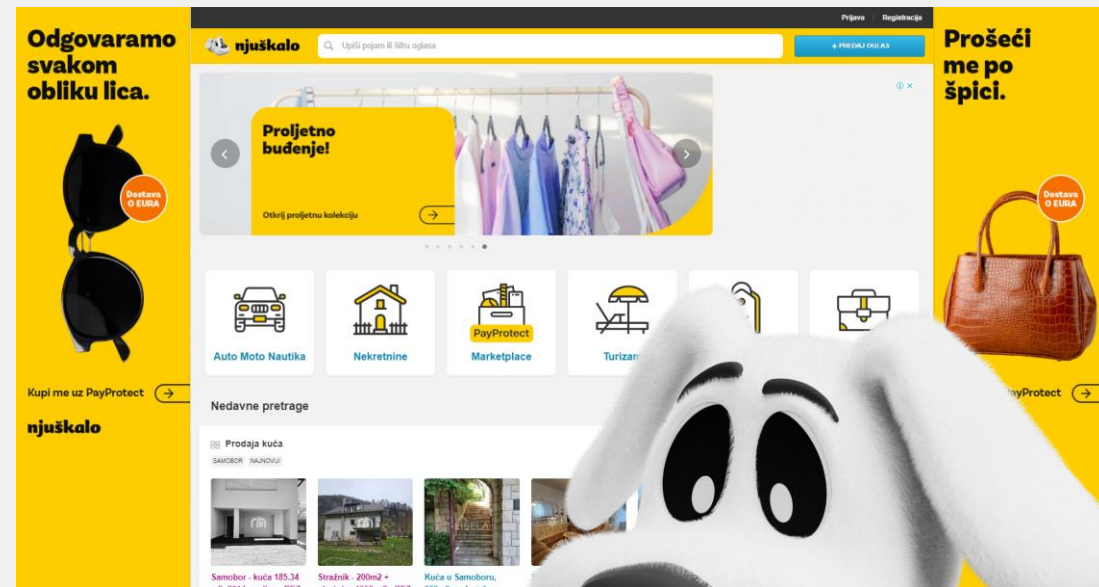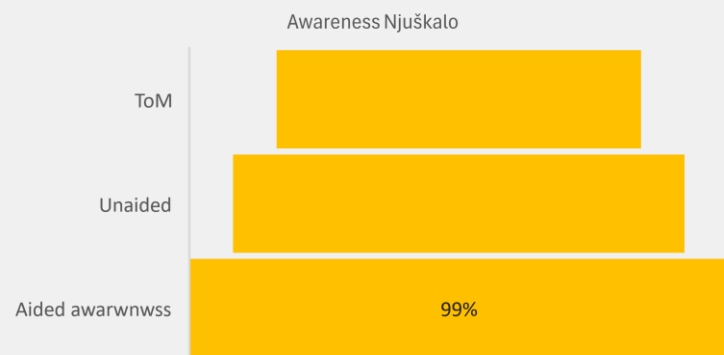
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Njuškalo brand
Brand tracker 2024

- Njuškalo brand, the strongest in the market (ToM, unaided and aided awareness)

Awareness ToM, unaided and aided
Njuškalo vs competition

Awareness Njuškalo

ToM

Unaided

Aided awarnwss 99%

ToM   Unaided   Aided awarnwss

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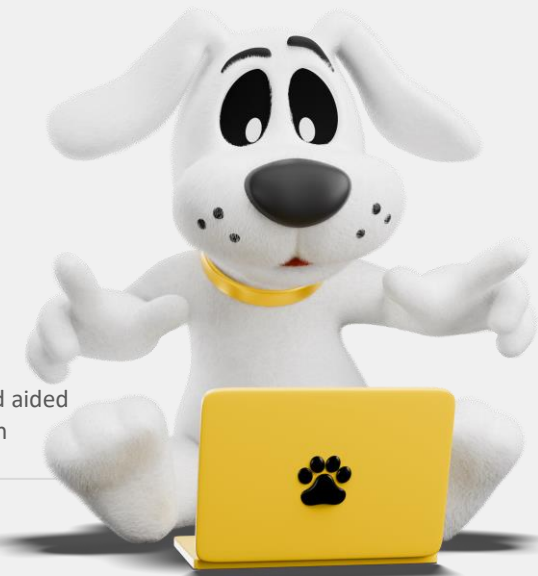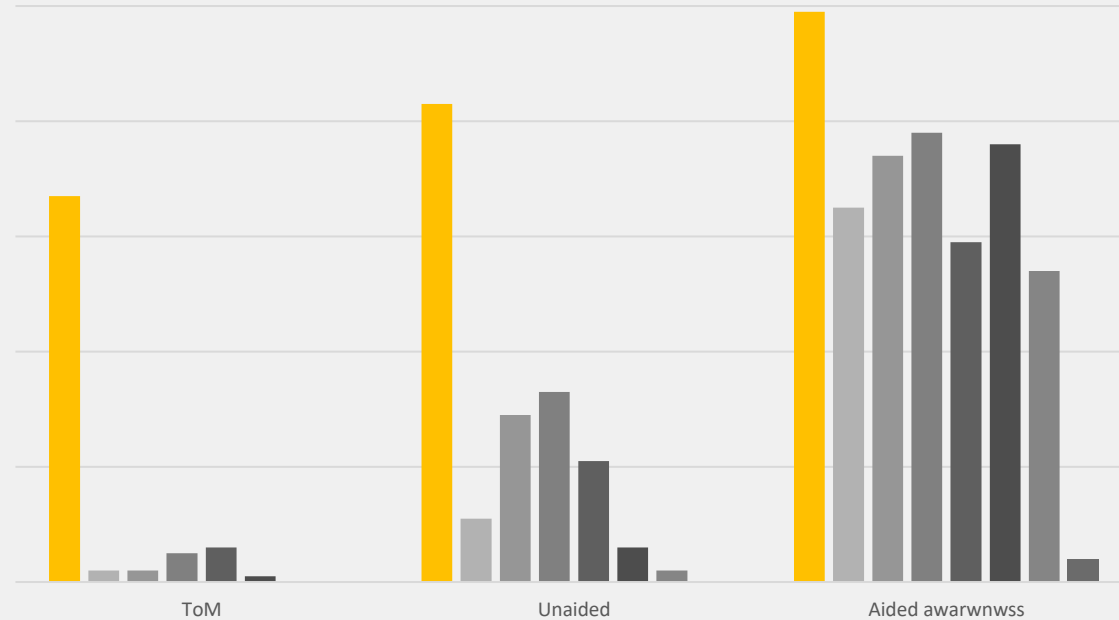
BUT... NO GROWTH
Traffic and (new) ads stagnation

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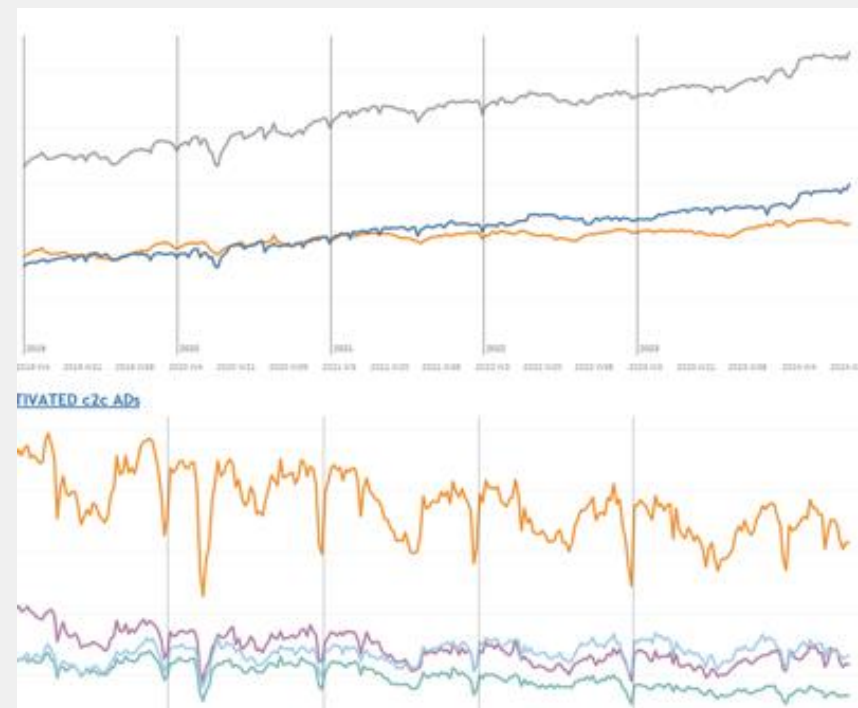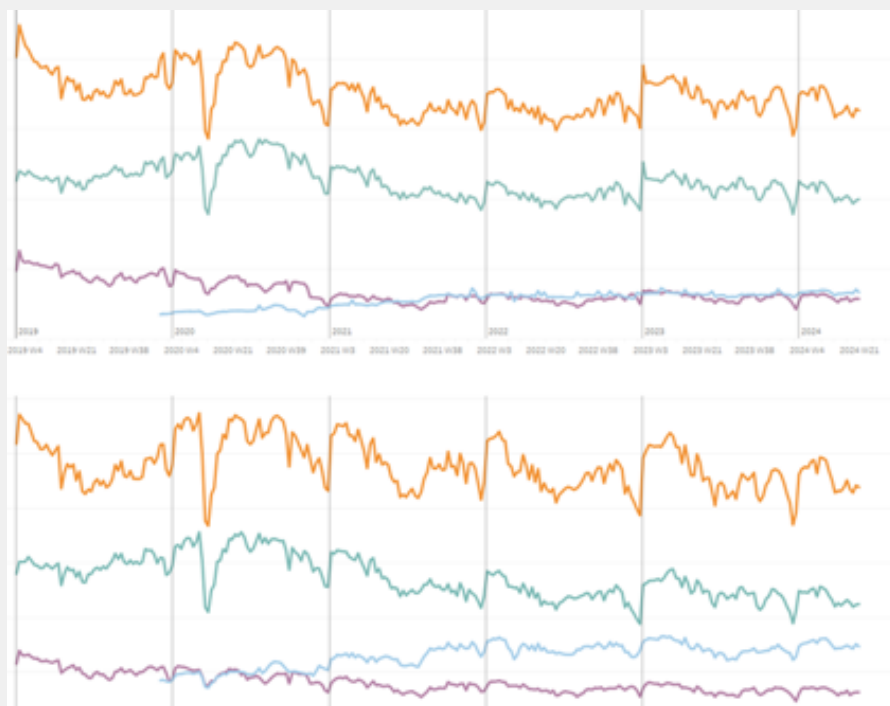
Competition, old and new emerging

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Analysis
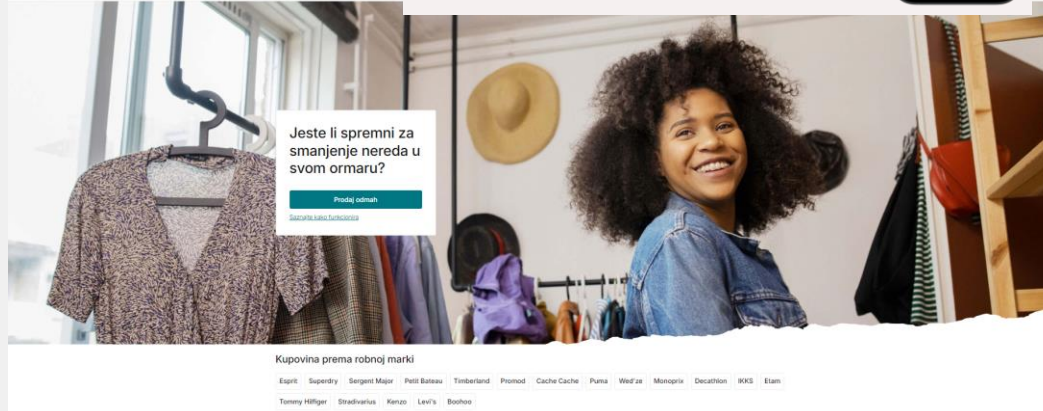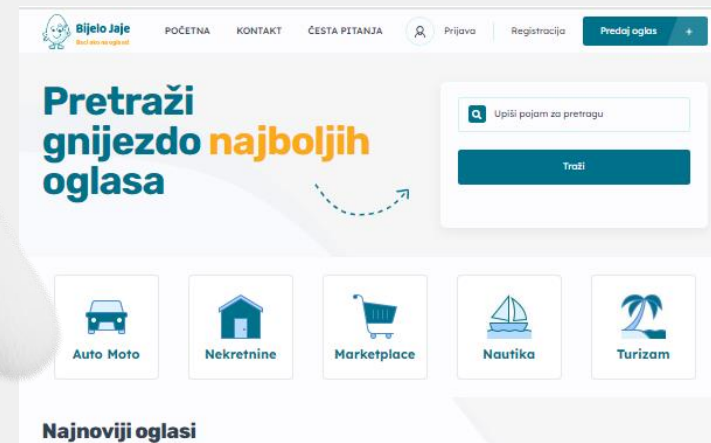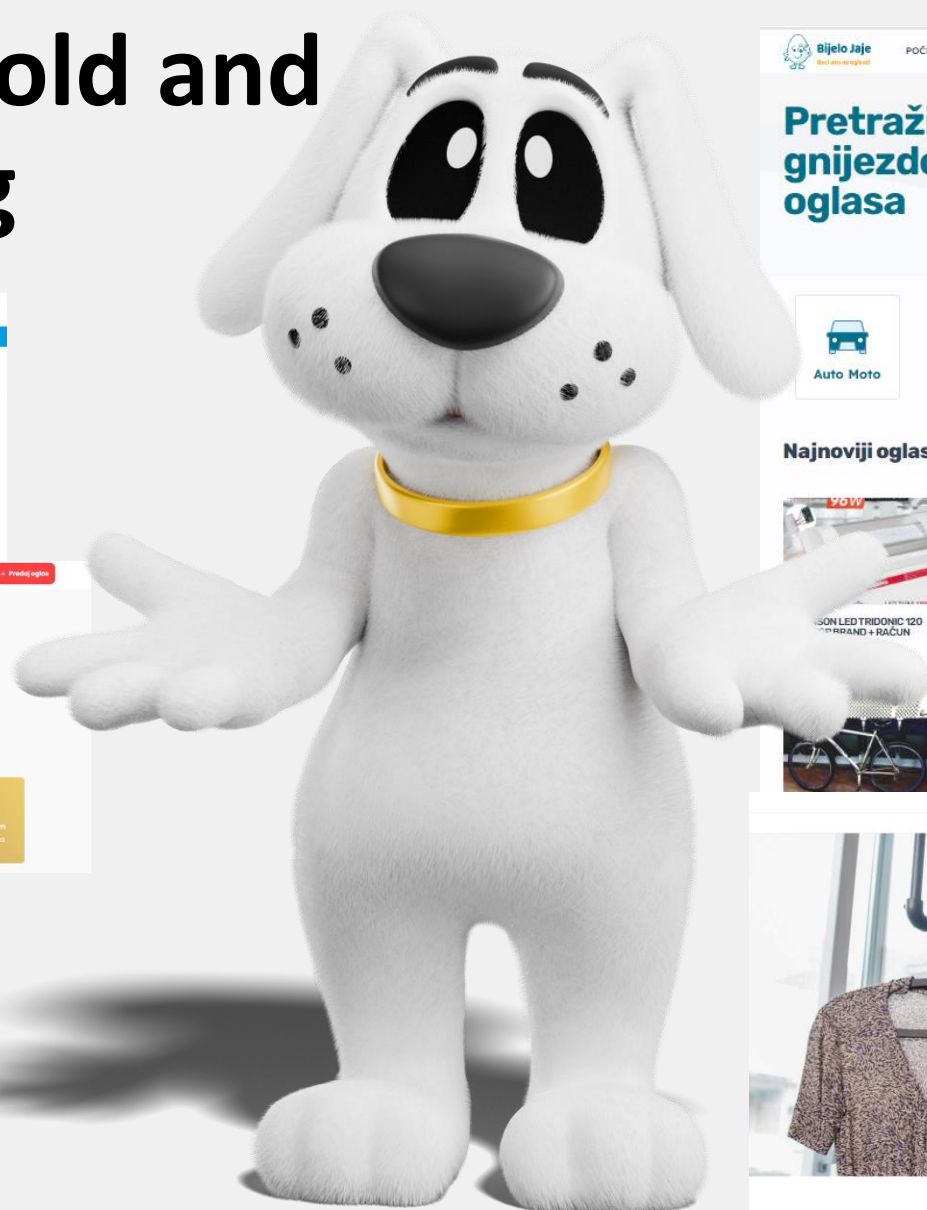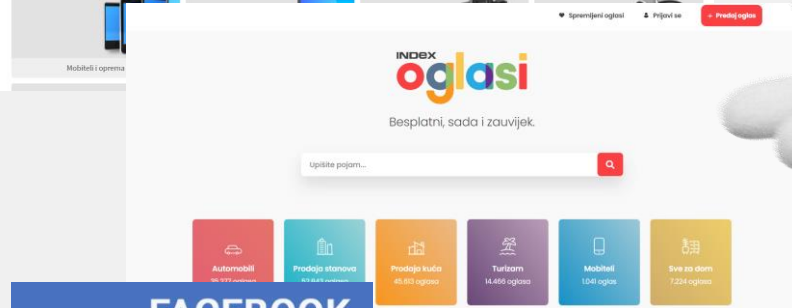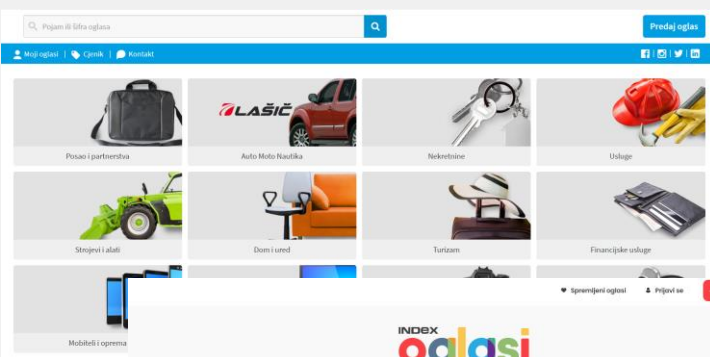
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Attitudes towards digital marketplaces present new challenges (U&A study 2022, deep-dive)

Quantitative Research

Methodology: CAWI, Iposos online panel

Sample: 1.000 respondents

Fieldwork: December 2022.

Sample Structure:

		N	%
Gender	Male	478	48%
	Female	522	52%
Age	18-34	346	35%
	35-44	232	23%
	45+	522	52%
Education	Primary	190	19%
	High	604	60%
	Faculty	206	21%
Working status	Employed	545	55%
	Unemployed	125	12%
	Pupil/ Student	84	8%
	Retired	246	25%
Total		1000	100%

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Males, regular daily users, with higher income are the main drivers of cohort which use classified as a **source of information**

Question: If you want to buy a product or service, how do you inform yourself about the offer?

Classified as Source of Information

Every second person in survey uses digital classified as a source of information, **50,2%**

Who uses it significantly more?

Male	60,3%
People with income +10k Kn use	57,1%
Visiting daily/Almost daily	68,1%

Significantly below average are:

Young 18-34	44,7%
Female	40,8%

Development of Source of Information

Usage of digital classified as a main source of information is declining in the last 5yars of survey:

2017	59%
2018	60%
2019	57%
2021	53%
2022	**50,2%**

Other sources/ channels	2017	2022
Physical visit to stores	53%	59%
Internet pages of stores and products	66%	66%
Friends' recommendation	41%	47%
FB classified	24%	27%
FB pages/groups	29%	24%

Friends' recommendation (41% to 47%) yoy is driven by pupils and students. This can be a tool to increase younger segment.
FB classified decline are driven by 35-44 y.o. with income below 6k kn

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Heavy users have biggest decline in reliability which can be visible in decline of number of visits in coming years

Question: If you want to buy a product or service which source of information do you find reliable?

Classified as Reliable Source of information
Only every 4th person trusts classified as a source of information, average 23%
The most reliable is physical visits to stores, 61%.

Who trust them the most?

Male	27%
Visiting daily/Almost daily	34%

Significantly below average are:

Income +10k Kn	20%
Female	18%
35-44	17%
Pupils/Students	14%

Main Drivers of decline 2021. vs. 2022.
The biggest drop in reliability happend 2022 vs 2021, from 30% to 23%

2017	29%
2018	27%
2019	25%
2021	30%
2022	23%

Segment	2021	2022	Diff.
Daily usage	50,7%	33,5%	-17,2%
35-44	33,7%	17,3%	-16,5%
Sales 1/mth.	37,6%	24,7%	-12,8%
+10k KN	33,30%	19,5%	-10,8%

Try to find out what are the reasons for decline in reliability – in depth interviews with CS agents and customers

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Usage in last five years declined in all segments, but the issue is decline in 35-44 segment (core user group)

Question: Which purchase channels did you use in last 6 months?

Used classified in last 6 months

In average, <mark>27%</mark> of surveyed used digitial classified for purchasing in the last 6 months.

Significantly above the average Njuskalo is used for purchasing by

Males	38%
Those of higher education	35%
Those who buy at Njuskalo at least once per month	38%

Significantly below average are

Females	16,9%
Pupils/Students	16,8%.

Main decline drivers 2018. vs. 2022.

2017	33%
2018	37%
2019	35%
2021	26%
2022	<mark>27%</mark>

Segment	2018	2022	Diff.
35-44	48,4%	29,3%	−19,1%
1-4 per week	59.0%	43,7%	−15,3%
Females	31,2%	16,9%	−14,2%
Pupil/Student	30,8%	16,8%	− 13,9%

Average Njuškalo user is:
Male
18-44 years old
Higher income
Balanced usage between buying, selling, collecting information and fun

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Perception of digital classified as a **safe** platform declined significantly compared to previous years

Question: Which purchase channels do you consider safe?

Consider classified safe
Only `21%` considers classified as safe, which is the lowest in the last 5 years:
The most safe is physical visits to stores, 71%.

Significantly trusting are among:
Retirees 25%
Male 25%
Unemployed 25%

Significantly suspicious, below average, are:
Female 17,9%
35-44 17,8%
Income below 6k kn 17,3%

Main decline drivers 2021. vs. 2022.
The biggest drop in reliability happened 2022 vs 2021, from 30% to 21%

Year	%
2017	28%
2018	27%
2019	27%
2021	30%
2022	`21%`

Segment	2021	2022	Diff.
35-44	33,0%	17,8%	-15,2%
Up to 6k KN	31,6%	17,3%	-14,3%
Primary edu.	35,0%	23,3%	-11,7%

Significant decline to 2021 and lowest score in last 5 years.
This decline is not critical because it is coming from segments which are not the main classified, neither Njuškalo users.

Source: Usage & Attitude Study, December 2022

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Although brand appears strong, deep-diving reveals some „alerts" /Image&Brand study 2022)

Quantitative Research

Methodology: CAWI, Iposos online panel

Sample: 907 respondents

Fieldwork: December 2022.

Sample Structure:

		N	%
Gender	Male	430	47%
	Female	477	53%
Age	Up to 25	108	12%
	26-35	124	14%
	35-45	128	14%
	46+	547	69%
Education	Primary	73	8%
	High	580	64%
	Faculty	254	28%
Working status	Employed	474	52%
	Unemployed	90	10%
	Pupil/ Student	79	9%
	Retired	264	29%
Total		1000	100%

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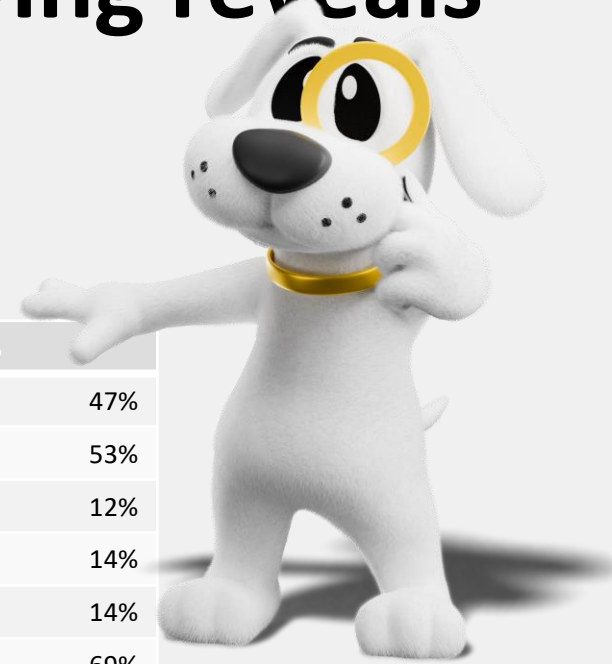
Red dots are not the most important or highly evaluated characteristics but have potential because they are more emotional, and …

GAME CHANGERS
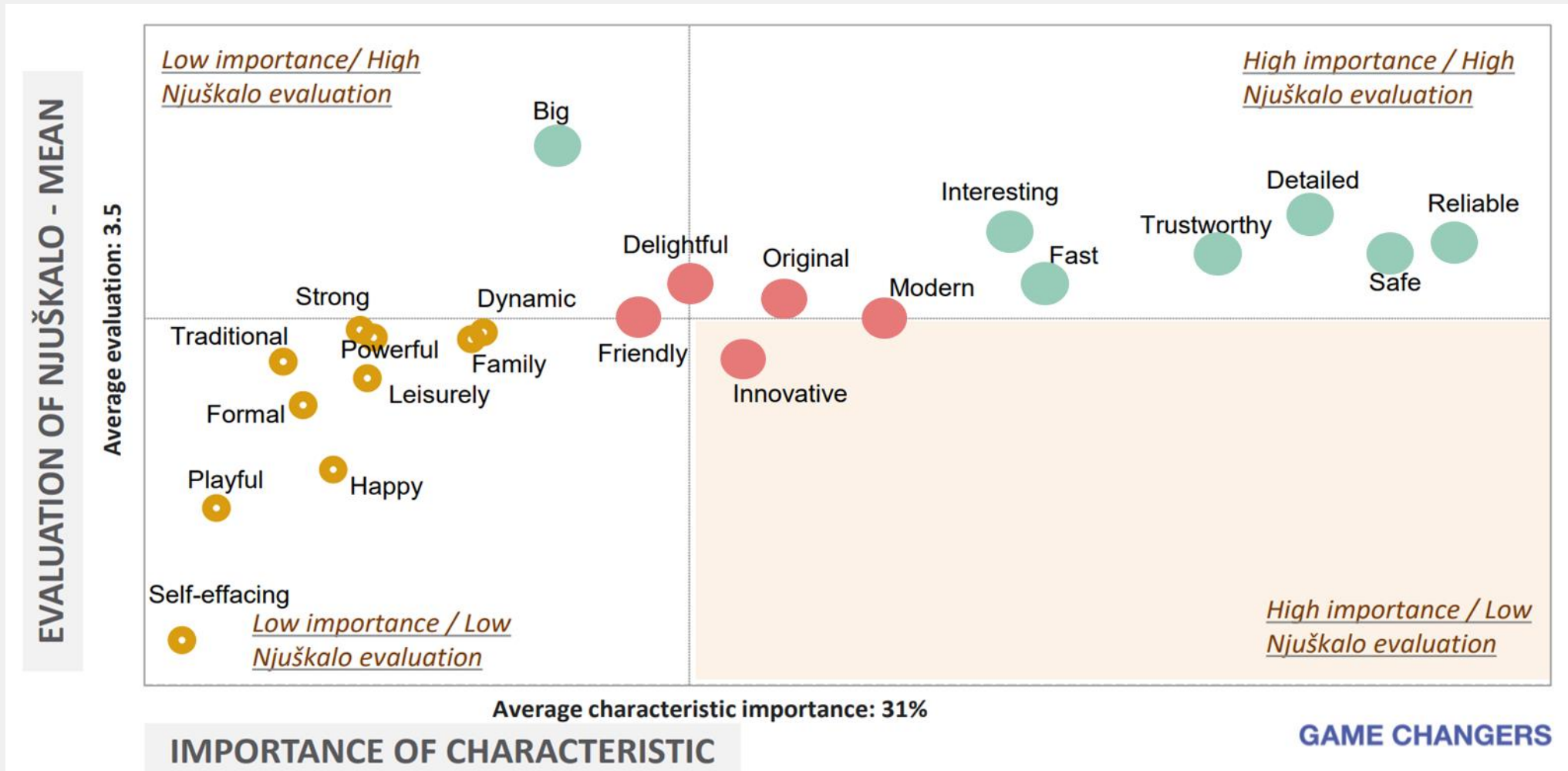
…green ones are hygienic for classified advertising sector

- Based on the analysis from the paper "An Integrated Approach for Improving Brand Consistency of Web Content: Modeling, Analysis and Recommendation", the following hygienic brand attributes are highlighted for the classified ads industry:

  - Privacy and Security: Consumers expect their personal information and data to be kept private and secure when using classified ad platforms. This includes secure payment processing, data encryption, and limiting access to personal information. Any data breaches or privacy violations can severely damage a brand in this industry.

  - 24/7 Availability: Classified ad platforms are expected to be available and accessible 24 hours a day, 7 days a week. Any extended downtime or unavailability can frustrate users and reflect poorly on the brand.

  - Ease of Use: The platforms and user interfaces should be very simple and intuitive to use. Consumers want to easily post, search, browse, message, and complete transactions. If the platform is too complicated or clunky, people will go elsewhere.

  - Reliability: The services offered should be reliable and consistent. This includes accurately listing items/services, managing inventory, facilitating communications and transactions between buyers and sellers in a dependable manner. Unreliability will drive users away.

  - Integrity: There is an expectation of integrity in the listings, messages, profiles, and overall platform experience. Misleading content, fraud, fake listings, spam, and scam attempts can severely damage reputation and trust in the brand. Strict policies and procedures need to be in place to protect integrity.

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Green characteristics are not driven by any specific segment, and have heavy users' issue

Which of the following human characteristic would you attribute to the ideal classified site?

Above average

Below average

		N	Reliable	Safe	Detailed	Authentic	Fast	Interesting	Big
Total sample		907	74,3%	71,1%	66,4%	61,3%	51,2%	49,3%	23,5%
Gender	Male	430	-4,3%	-3,9%	-4,8%	-0,3%	-1,0%	-2,2%	2,2%
	Female	477	3,9%	3,5%	4,3%	0,3%	0,9%	2,0%	-2,0%
Age	15 to 25	108	2,2%	0,1%	2,4%	-6,4%	7,4%	-1,1%	3,0%
	26 to 35	124	-7,9%	-1,6%	-8,7%	-8,8%	7,6%	-6,2%	-2,1%
	36 to 45	128	4,0%	4,5%	-2,7%	-0,8%	2,0%	-1,1%	-0,2%
	46+	547	0,4%	-0,7%	2,1%	3,4%	-3,6%	1,9%	-0,1%
Completed education	Elementary	73	-15,7%	-11,6%	3,4%	-9,0%	-6,0%	-1,8%	-3,9%
	High school	580	-1,1%	1,2%	-1,5%	-1,5%	0,0%	0,9%	1,1%
	Secondary school/ University	254	7,0%	0,6%	2,5%	6,1%	1,7%	-1,5%	-1,4%
Working status	Employed	474	-1,4%	-0,7%	-2,6%	0,2%	0,4%	-0,4%	-0,6%
	Unemployed	90	-9,6%	-3,9%	7,7%	-8,9%	-2,3%	-0,6%	1,5%
	Pupil/ Student	79	6,5%	3,3%	0,9%	0,8%	10,4%	4,2%	6,1%
	Retiree	264	3,9%	1,6%	1,8%	2,4%	-3,1%	-0,3%	-1,3%
Household income	Up to 6.000 kn	177	-3,2%	-7,5%	-10,6%	-7,7%	-7,3%	-3,9%	-5,2%
	6.001 to 10.000 kn	212	-1,7%	5,2%	2,8%	3,9%	-4,1%	4,1%	6,1%
	More than 10.000 kn	384	0,7%	0,4%	1,0%	3,3%	2,9%	-0,1%	1,0%
	NZ/BO	134	4,9%	0,4%	6,7%	-5,6%	7,8%	-1,0%	-5,7%
Frequency of using Njuškalo	Every day or almost every day	106	-10,9%	-13,5%	-9,0%	-2,0%	-1,4%	0,3%	4,9%
	1 to 4 times per week	285	1,3%	-1,7%	-1,7%	-1,9%	0,8%	1,1%	-2,6%
	1 to 3 times per week	199	4,3%	3,5%	2,5%	1,1%	4,6%	-1,3%	3,0%
	Rarely/ Never	317	-0,3%	3,8%	3,0%	1,7%	-3,1%	-0,3%	-1,2%

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Red characteristics are driven by younger population and pupils/students

Which of the following human characteristic would you attribute to the ideal classified site?

Above average

Below average

		N	Modern	Original	Innovative	Delightful	Friendly
Total sample		907	42,4%	36,4%	34,2%	31,3%	28,3%
Gender	Male	430	-5,2%	-2,5%	-0,3%	-0,6%	1,7%
	Female	477	4,6%	2,3%	0,3%	0,5%	-1,5%
Age	15 to 25	108	7,1%	16,7%	7,3%	8,3%	5,7%
	26 to 35	124	9,4%	4,1%	-0,2%	9,8%	6,6%
	36 to 45	128	8,6%	2,8%	3,4%	0,4%	-0,2%
	46+	547	-5,6%	-4,9%	-2,2%	-3,9%	-2,6%
Completed education	Elementary	73	-10,4%	-9,6%	-5,8%	1,9%	-15,2%
	High school	580	1,7%	3,0%	0,1%	2,9%	3,9%
	Secondary school/ University	254	-0,8%	-4,0%	1,5%	-7,2%	-4,6%
Working status	Employed	474	1,6%	0,2%	-0,5%	-1,9%	0,4%
	Unemployed	90	10,7%	-5,8%	-1,8%	3,7%	6,6%
	Pupil/ Student	79	4,9%	12,5%	7,7%	16,5%	7,3%
	Retiree	264	-8,1%	-2,1%	-0,8%	-2,9%	-5,2%
Household income	Up to 6.000 kn	177	-1,4%	-3,9%	-2,6%	-4,2%	-4,1%
	6.001 to 10.000 kn	212	-10,6%	-1,4%	-0,8%	0,2%	1,0%
	More than 10.000 kn	384	3,6%	1,0%	0,8%	0,3%	1,9%
	NZ/BO	134	8,4%	4,4%	2,5%	4,3%	-1,7%
Frequency of using Njuškalo	Every day or almost every day	106	4,9%	-3,8%	-0,5%	0,1%	1,8%
	1 to 4 times per week	285	0,3%	2,7%	1,1%	-0,2%	2,9%
	1 to 3 times per week	199	3,4%	-2,2%	2,3%	-3,1%	-2,4%
	Rarely/ Never	317	-4,0%	0,3%	-2,2%	2,1%	-1,7%

*Question: Which of the following human characteristic would you attribute to the ideal classified site?

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Source: Brand Imagee Study, December 2022

In evaluations of characteristics for Njuškalo, again there is no so clear driving segment

Which of the following human characteristic would you attribute to the Njuškalo?

Above average

Below average

		Big	Detailed	Reliable	Interesting	Trustworthy	Safe	Fast
Total sample		4,0	3,8	3,7	3,7	3,7	3,7	3,6
Gendre	Male	0,0	0,0	0,1	0,0	0,1	0,1	0,1
	Female	0,0	0,0	-0,1	0,0	-0,1	-0,1	0,0
Age	15 to 25	0,2	0,0	0,0	0,0	0,0	0,0	0,0
	26 to 35	0,2	0,2	0,1	0,0	0,1	0,1	0,1
	36 to 45	-0,1	-0,1	-0,1	-0,2	-0,1	-0,1	0,0
	46+	-0,1	0,0	0,0	0,0	0,0	0,0	0,0
Completed education	Elementary	-0,2	-0,5	-0,2	-0,1	-0,1	-0,1	-0,5
	High school	0,0	0,1	0,1	0,1	0,1	0,1	0,1
	Secondary school/	0,0	-0,1	-0,1	-0,1	-0,1	-0,1	0,0
Working status	Employed	0,1	0,0	0,0	0,0	0,0	0,0	0,0
	Unemployed	-0,1	-0,1	-0,1	-0,1	-0,1	-0,1	-0,1
	Pupil/ Student	0,1	0,0	0,1	0,1	0,1	0,0	0,0
	Retiree	-0,1	0,0	0,1	0,0	0,0	0,0	0,0
Household income	Up to 6.000 kn	-0,1	-0,1	-0,1	-0,1	-0,1	-0,1	-0,1
	6.001 to 10.000 kn	0,0	-0,1	-0,1	0,0	-0,1	0,0	-0,1
	More than 10.000 kn	0,1	0,1	0,1	0,1	0,1	0,1	0,1
	NZ/BO	-0,1	-0,1	0,0	-0,1	-0,1	0,0	-0,1
Frequency of using Njuškalo	Every day or almost every day	0,1	0,2	0,2	0,3	0,1	0,2	0,2
	1 to 4 times per week	0,1	0,2	0,1	0,2	0,2	0,2	0,2
	1 to 3 times per week	0,1	0,0	0,0	-0,1	0,0	0,0	0,0
	Rarely/ Never	-0,2	-0,2	-0,2	-0,2	-0,2	-0,2	-0,2

Question: Which of the following human characteristic would you attribute to the Njuškalo?

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Heavy users better evaluate red than green characteristics (0,28 vs. 0,18)

Which of the following human characteristic would you attribute to the Njuškalo?

		Delightful	Original	Modern	Friendly	Innovative
Total sample		3,6	3,6	3,5	3,5	3,4
Gendre	Male	0,0	0,1	0,1	0,0	0,1
	Female	0,0	-0,1	-0,1	0,0	-0,1
Age	15 to 25	0,1	0,2	-0,1	0,3	0,0
	26 to 35	0,2	0,2	0,1	0,2	0,1
	36 to 45	-0,1	-0,1	0,0	-0,2	0,0
	46+	-0,1	0,0	0,0	-0,1	0,0
Completed education	Elementary	-0,1	-0,3	-0,4	-0,1	-0,2
	High school	0,1	0,1	0,1	0,1	0,1
	Secondary school/ University	-0,1	-0,2	-0,1	-0,1	-0,2
Working status	Employed	0,0	0,0	0,0	0,0	0,0
	Unemployed	-0,1	-0,2	-0,1	-0,1	-0,1
	Pupil/ Student	0,2	0,2	-0,1	0,3	-0,1
	Retiree	0,0	0,0	0,1	-0,1	0,0
Household income	Up to 6.000 kn	-0,1	0,0	0,0	-0,1	0,0
	6.001 to 10.000 kn	0,0	-0,1	0,0	-0,1	0,0
	More than 10.000 kn	0,1	0,1	0,0	0,1	0,0
	NZ/BO	0,0	0,0	0,0	0,0	0,0
Frequency of using Njuškalo	Every day or almost every day	0,2	0,2	0,4	0,1	0,4
	1 to 4 times per week	0,2	0,2	0,2	0,2	0,2
	1 to 3 times per week	0,0	0,0	0,0	0,0	-0,1
	Rarely/ Never	-0,2	-0,3	-0,3	-0,2	-0,3

Above average

Below average

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Question: Which of the following human characteristic would you attribute to the Njuškalo?

New on horizon

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Key challenges for Digital Classifieds

1

TRUST & SAFETY

- Ensuring trust and safety is a major hurdle in online classifieds. Fraud listings, scams, unreliable sellers, phishing – these are just some of the risk buyers are facing.

- Establishing strong verification processes, implementing user ratings and maintaining effective moderation systems could foster trust among users.

- Users are frequently targeted by spammers and scammers who deceive them through misleading information, scams and fake listings.

2

SHORT LIFE SPAN

- Unlike traditional advertising forms, the life span of online classified ads is not based on air-time. They rely on the availability of space on the platforms. New ads get posted on the platforms within an average of half an hour. The result is constant change (drop) in the listing until the ad does not generate any traffic or visibility.

3

NICHE PLATFORMS

- General classified marketplaces face competition from specialized, niche platform that cater to specific industries or segments.

- They offer more focused audiences and specialized features, attracting users away from general marketplaces.

4

USER EXPERIENCE

- To retain users, a seamless user experience and user-friendly interfaces must be prioritized.

- Difficult navigation, cluttered layouts, or inadequate mobile optimization can discourage users from effectively utilizing these platforms.

Why is sustainability there „to stay" and more than a trend?

① **CIRCULAR ECONOMY**

- Through circular economy that focuses on resource management and regenerative practices such as reusing, recycling or remanufacturing, companies can improve resource efficiency and waste reduction which can ultimately lead to cost savings.

② **CONCIOUS CONSUMERS**

- Consumers are becoming more conscious of environmental and social issues, and they prefer to support companies that align with their values. Embracing sustainability, companies can enhance reputation, attract and retain customers and gain competitive edge in the market.

③ **INSTITUTIONAL INTEGRATION**

- Governments implement stricter regulations and policies related to sustainability into institutional frameworks and policies worldwide. Companies that proactively adopt sustainable practices as a guiding principle in their decision-making processes, can mitigate risks and ensure long-term viability.

④ **LONG TERM IMPACT**

- Sustainability recognizes the urgent need to address global challenges such as climate change, resource exhaustion, and social inequality. It acknowledges that our current actions have long-term consequences and emphasizes the importance of adopting practices that can sustain the well-being of future generations.

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Second-hand economy – why take part?
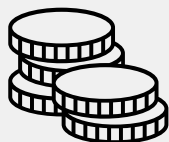
EARN
Make some extra money

GREEN
Help protect the environment

SAVE
Find deals to save money

FIND TREASURE
Find unique & valuable items

DECLUTTER
Clean and save space

GIVE
Help others and
give opportunities

GREEN
Help protect the environment

DIY
Repair or create
something new & unique

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Where and how to GROW? Mitigating weaknesses and exploring opportunitites

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Main concerns around brand

1. Focus on existing users or try to attract different segments?

2. Positioning based on functional or emotional brand values?

3. Communication based on cash cows or stars?

4. How to integrate sustainability in brand identity?

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Brand strategy RE-visiting

1. Brand identitiy
2. Brand positioning
3. Segmentation/ targeting
4. Communication platform

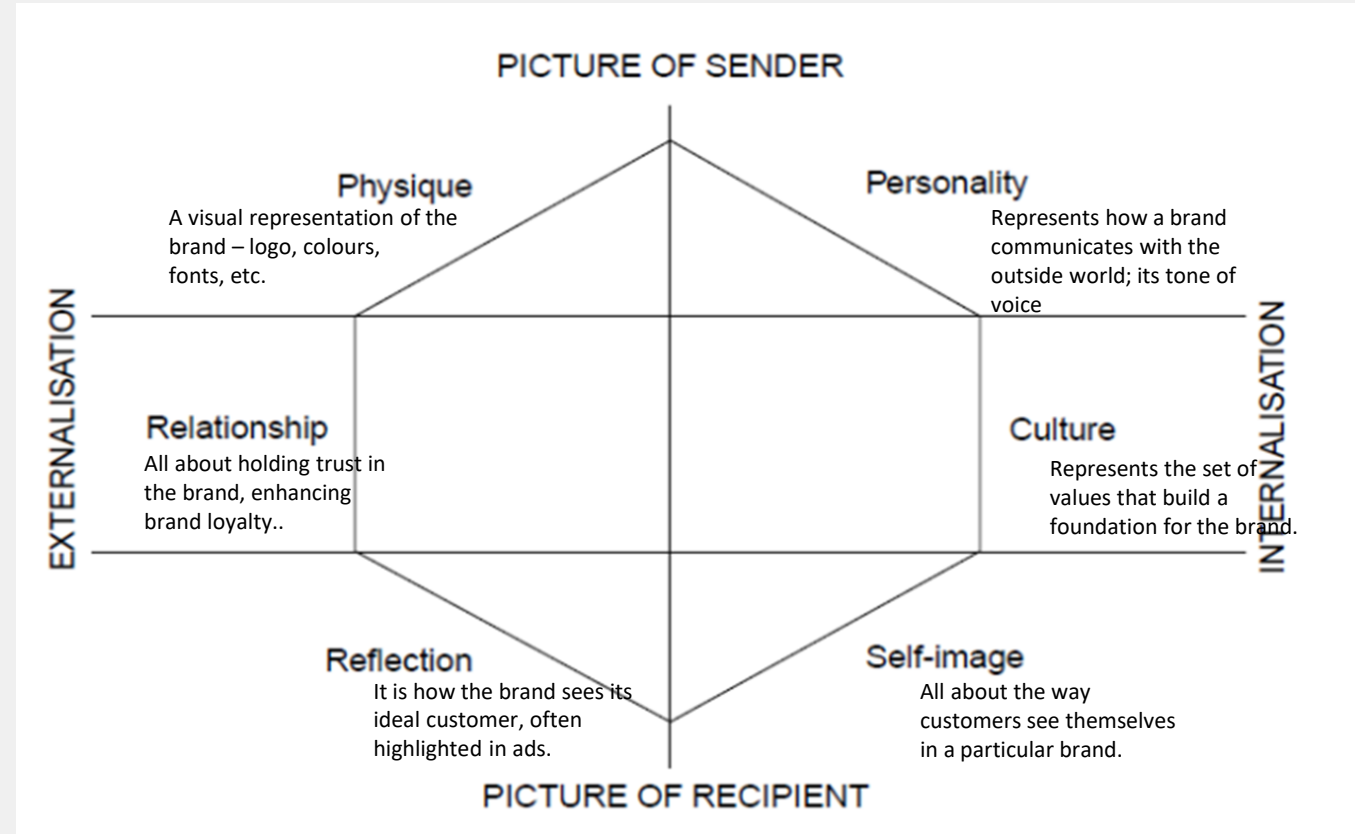njuškalo | Member of Styria Media Group Marketplaces

Status OLD
Brand identity, positioning and core target

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(OLD) brand identitiy

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Kapferer's Brand Identity Prism

- a concept for describing a brand's identity through its characteristics

- the prism diagram is a useful visualization for identifying not only a brand's core characteristics, but how they relate to one another

PICTURE OF SENDER

EXTERNALISATION

INTERNALISATION

Physique
A visual representation of the brand – logo, colours, fonts, etc.

Personality
Represents how a brand communicates with the outside world; its tone of voice

Relationship
All about holding trust in the brand, enhancing brand loyalty..

Culture
Represents the set of values that build a foundation for the brand.

Reflection
It is how the brand sees its ideal customer, often highlighted in ads.

Self-image
All about the way customers see themselves in a particular brand.

PICTURE OF RECIPIENT

Njuškalo Brand identity
what needs to be revised?

PICTURE OF SENDER

Physique
- Logo
- Yellow, grey & black, primary colours; blue, green, purple, red and orange as secondary
- Dog as a 3D mascot

Personality
- Reliable, Resourceful, Dynamic, Modern, Friendly, Trustworthy, Conversational

EXTERNALISATION

INTERNALISATION

- Best in everything we are doing
- Innovative

Relationship
- Users trust Njuškalo as someone they can rely on.

Culture

- Men and women 18-45 y.o. employed, mid school and higher education, social, practical, like to keep life simple

- Ready to try new things
- Positive
- I am connected

Reflection

Self-image

- fun loving, curious and always searching for something new: value reliability, detailed and modern ad view views and modernity if classified

PICTURE OF RECIPIENT

(OLD) brand positioning

What is brand positioning?

- Positioning is the creation of a special and desirable position in the minds of customers.
  - The basic approach of positioning is not to create something new and different, but to manipulate what's already up there in the mind, to retie the connections that already exists.
  - Positioning is an organized system for finding a window in the mind. It is based on the concept that communication can only take place at the right time and under the right circumstances.

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Njuškalo Brand positioning statement
Since 2013 ☺

For men and women 18-49

Njuškalo is a the most reliable, the biggest and most detailed classified

which connects buyers and seller

because it offers easy, fun and modern way to trade on-line.

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Brand identity and Brand positoning

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Brand identity is about how brand presents itself. Brand positioning is about relationship with competition and customers

Brand identity

Brand positioning

All about brand itself

All about relationship with competition and customers

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Coca-Cola has the same brand identity, but its brand positioning has been changing through years

You Can't Beat the Real Thing

Always Coca-Cola

Coca-Cola. Enjoy

Make It Real

Taste the Feeling

Life Tastes Good

The Coke Side of Life

Coca-Cola ... Real

Open Happiness

1990   1993   2000   2001   2003   2005   2006   2009   2016   2021

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(OLD) target

The essence of segmentation is to find the right criteria or variables, segments must be similar in size and distinct in „qualities" (against one another.

- One can have different criteria segmentation analysis:
    1. frequency of usage and reason of usage
    2. reason of usage and status (student, working...)
    3. gender and reason of usage
    4. reason of usage and verticals (categories)
    5. gender and age

- We used following criteria:
    - Gender: Male and Female
    - Age: Gen Z, Millennials, Gen X, Baby Boomers

- Main arguments for choosing these two criteria are: size, difference in usage and attitudes, easy evaluation of segments, and clear marketing tactics for each segment.

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Size of total online population in RH, age 18+, is 2.604.000. Gender & Age criteria for segmentation

Gender

Gen Z Male 8% (208.000)	Millennials Male 14% (358.000)	Gen X Male 19% (500.000)	Boomer Male 8% (200.000)
Gen Z Female 8% (208.000)	Millennials Female 14% (356.000)	Gen X Female 21% (543.000)	Boomer Female 9% (239.000)

Age
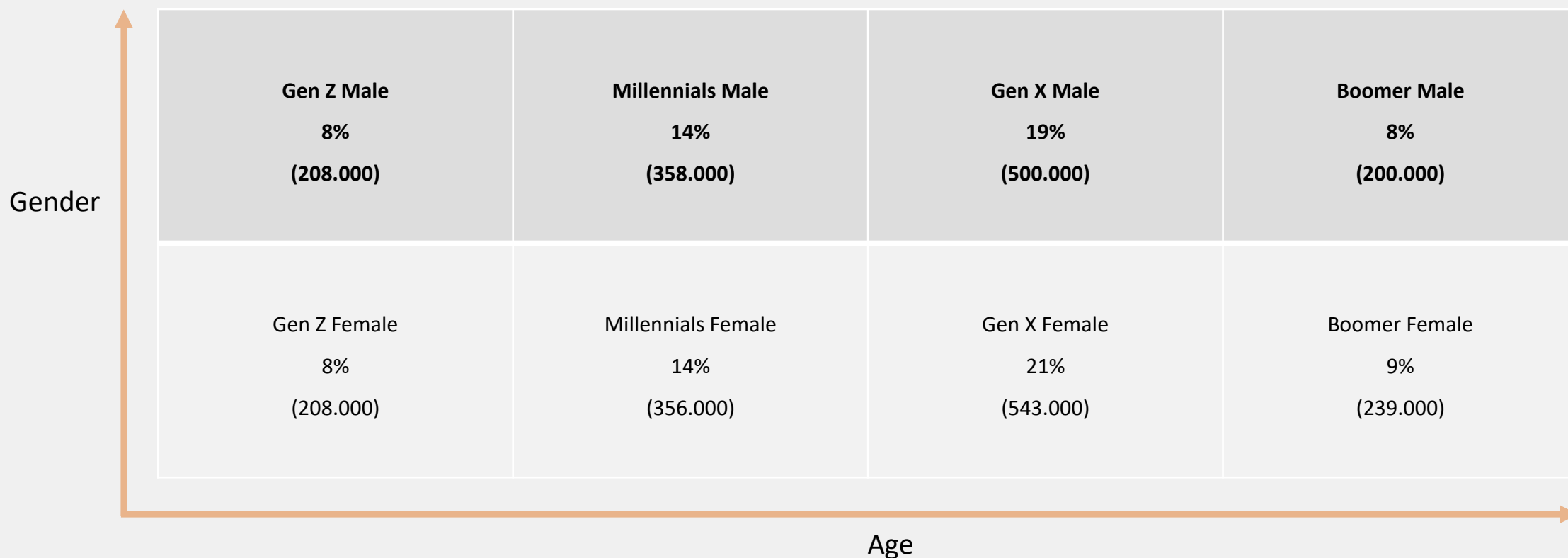
Gen Z: 18-27; Mill: 28-42; Gen X: 43-64; Boomers: 65+

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Njuškalo now…

Gen Z Male	Millennials Male	Gen X Male	Boomer Male
Usage: Mid	Usage: Heavy	Usage: Heavy	Usage: Low
Usage intention: More	Usage intention: More	Usage intention: Average	Usage intention: Less
Household income: Above	Household income: Above	Household income: Average	Household income: Below
Size: 208k (8%)	Size: 358k (14%)	Size: 500k (19%)	Size: 200k (8%)
Gen Z Female	**Millennials Female**	**Gen X Female**	**Boomer Female**
Usage: Low	Usage: Low	Usage: Low	Usage: Low
Usage intention: Less	Usage intention: Less	Usage intention: Average	Usage intention: Average
Household income: Average	Household income: Above	Household income: Below	Household income: Below
Size: 200k (8%)	Size: 356k (14%)	Size: 543k (21%)	Size: 239k (9%)

Males are average to heavy users, all except boomers. Male Gen Z are the biggest users of info&fun and Millennials of overall

Gen Z Male

- The heaviest info&fun users but lighter users than average in overall
- Tech, Cars, Music and Sport
- Less issue with safety than others
- Fast, delightful, modern, original and friendly
- Mid users of Njuškalo
- Positive attitude toward Njuškalo

Millennials Male

- The biggest heavy users on overall and lightest info&fun users among all seg.
- Above average in all categories
- Less issue with safety
- Delightful, innovative, big, modern
- Leading segment in usage of Njuškalo
- Positive attitude toward Njuškalo

Gen X Male

- Average in overall and info&fun users
- Higher machines and tools
- Having safety issue only with foreign classified
- Average ideal perception
- Heavy users of Njuškalo
- Average attitude toward Njuškalo

Boomer Male

- Highest share of non-users
- Machines and tools - the highest share among all seg.
- The biggest issue with safety
- Interesting, traditional and formal
- Light Njuškalo users
- Average attitude toward Njuškalo

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Females are the main driver of safety issue, consistently in all „female segments" (age does not play a significant role)

Gen Z Female

- Average overall and info&fun users
- Tech, Tourism
- Safety issue with foreign classifieds
- Fast, original, modern, innovative, delightful
- Light usage compared to all segments
- Neutral attitude toward Njuškalo

Millennials Female

- Average overall and info&fun users
- Miscellaneous, music, literature, sport
- Having safety issues with general and vertical classified
- Modern, family, happy
- Light usage
- Negative to neutral attitude toward Njuškalo

Gen X Female

- Average overall and info&fun users
- No category above average
- High mistrust in most channels (foreign classified, web shops and FB)
- Interesting, family, dynamic
- They are light users or non-users
- Average attitude toward Njuškalo

Boomer Female

- Higher number of info&fun and non-users
- Services category
- Issue with safety with all channels except friends' recommendation
- Powerful
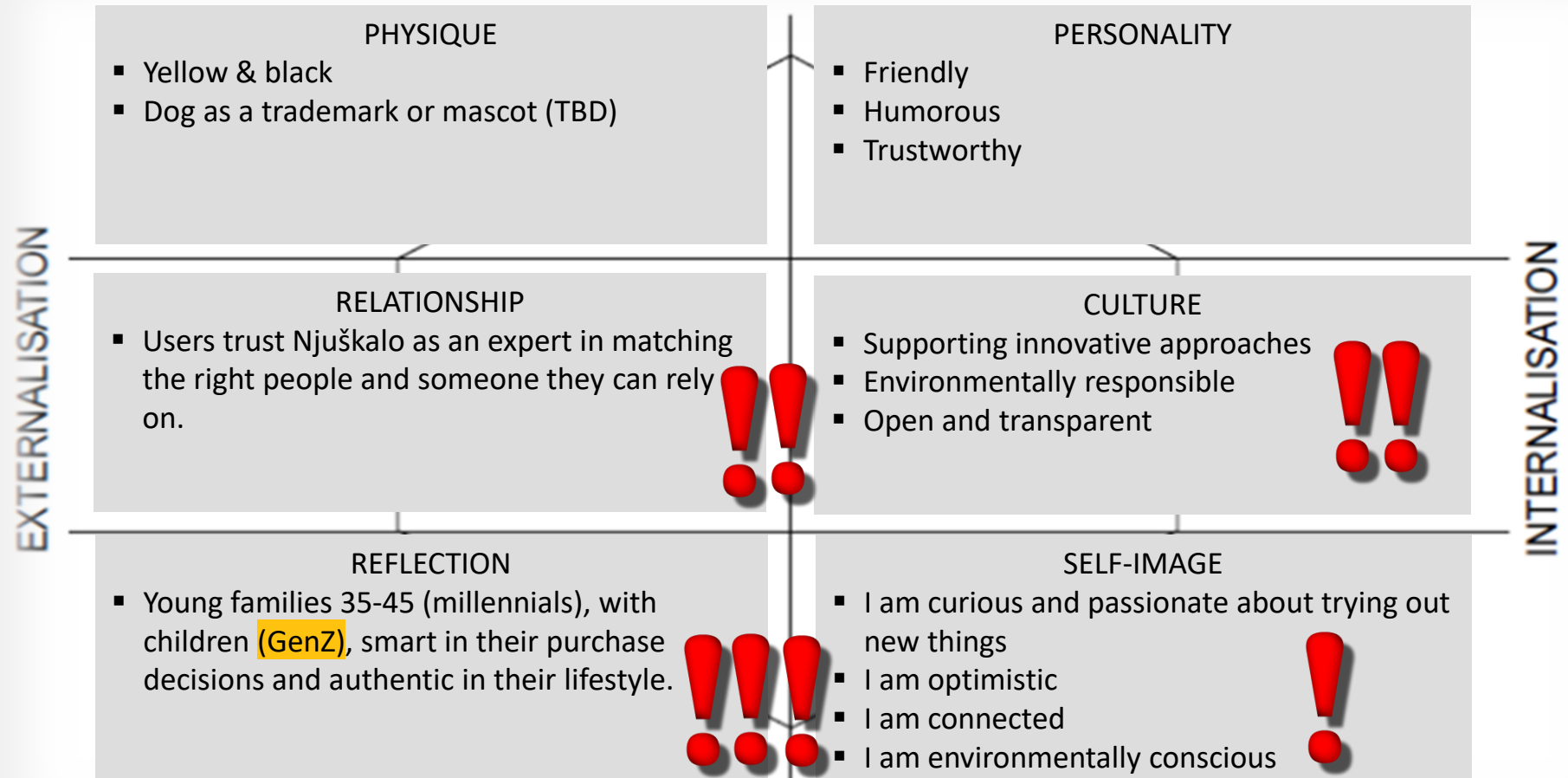- They are light users or non-users
- Average attitude toward Njuškalo

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Defining target and the most important benefits as the first steps toward defining Njuškalo's positioning

SUSTAINABILITY   75%

TARGET

Young families 35–45 (millennials), with children, smart in their purchase decisions

AFFORDABILITY   74.6%

UNIQUENESS   50%

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Developing NEW
Brand identity, positioning
and communication platform for
new target

NEW brand identity

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The new brand identity will aim to improve perception of innovation, and brand will be more oriented toward sustainability

PICTURE OF SENDER

PHYSIQUE
- Yellow & black
- Dog as a trademark or mascot (TBD)

PERSONALITY
- Friendly
- Humorous
- Trustworthy

EXTERNALISATION

INTERNALISATION

RELATIONSHIP
- Users trust Njuškalo as an expert in matching the right people and someone they can rely on.

CULTURE
- Supporting innovative approaches
- Environmentally responsible
- Open and transparent

REFLECTION
- Young families 35-45 (millennials), with children (GenZ), smart in their purchase decisions and authentic in their lifestyle.

SELF-IMAGE
- I am curious and passionate about trying out new things
- I am optimistic
- I am connected
- I am environmentally conscious

PICTURE OF RECIPIENT

The new brand identity shifts the target to millennials and Gen Z, aims to improve brand perception as innovative and more oriented toward sustainability

- More emotional yet functional brand identity will make the brand more appealing toward younger target groups

- The new brand identity is in-line with targets requests for transparency on all levels

- This is a step forward that is preparing Njuškalo for where it tends to be in five years - a leader in circular economy; the topic of sustainability isn't fully exploited but is integrated in the company's culture, as a step-by-step transition to new approach

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NEW brand positioning

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To define benefits for the consumers, we need to dig deep to find insight behind consumers actions and behaviours

- Consumer insight is a deep, intuitive understanding or revelation about the underlying motivations, behaviors, preferences, or needs of a target audience or market segment.

- It goes beyond surface-level observations or data to uncover the 'why' behind consumer actions, helping marketers make more informed and strategic decisions.

- Examples:
  - I feel a sense of pride and belonging when driving a Tesla, as if I'm not just a car owner but an active participant in shaping a greener, tech-savvy world.
  - Using Zoom makes me feel effortlessly connected, I feel present although may be miles away.
  - I'm drawn to Lush because their fresh, handmade cosmetics make me feel ethically and environmentally responsible.

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Insight
Uniqueness

- I appreciate the subtle charm of unique finds from second-hand marketplaces, because I feel rather cool when I (and my family) contribute to sustainability without the need to overspend.

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Why choose the following insight:

I appreciate the subtle charm of unique finds from second-hand marketplaces, because I feel rather cool when I (and my family) contribute to sustainability without the need to overspend.

- It taps into the feel-good factor that consumers experience when their purchases support a greater cause, fostering a positive emotional connection with the brand.

- It positions a brand as a solution for budget-conscious consumers who still want to enjoy quality and uniqueness without the premium price tag.

- The focus on family contributions to sustainability suggests a brand that values collective effort.

- It promotes a sense of personal pride, as each purchase is not just a transaction but a reflection of the consumer's values and commitment to a conscious lifestyle.

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Brand positioning statement

For young families **with** children

Njuškalo is innovative and trusted digital marketplace

which provides a platform for connecting buyers and sellers while supporting sustainable choices

because it enables unique stories to come to life

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NEW target

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Proposal is to expand from our current target by including two female segments, would be in total 44% of the market with big growth potential

Gen Z Male	Millennials Male	Gen X Male	Boomer Male
Usage: Mid	Usage: Heavy	Usage: Heavy	Usage: Low
Usage intention: More	Usage intention: More	Usage intention: Average	Usage intention: Less
Household income: Above	Household income: Above	Household income: Average	Household income: Below
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Household income: Average	Household income: Above	Household income: Below	Household income: Below
Size: 200k (8%)	Size: 356k (14%)	Size: 543k (21%)	Size: 239k (9%)

NEW communication platform

Communication platform serves as a strategic foundation that guides the messaging and execution of the campaign

- A communication platform is a set of core ideas, messages, and visual and verbal brand elements that consistently convey the essence of a brand's positioning to its target audience. It serves as a blueprint for all marketing and communication activities.

Brand Identity → Brand Positioning → Communication Platform → Communication Campaign

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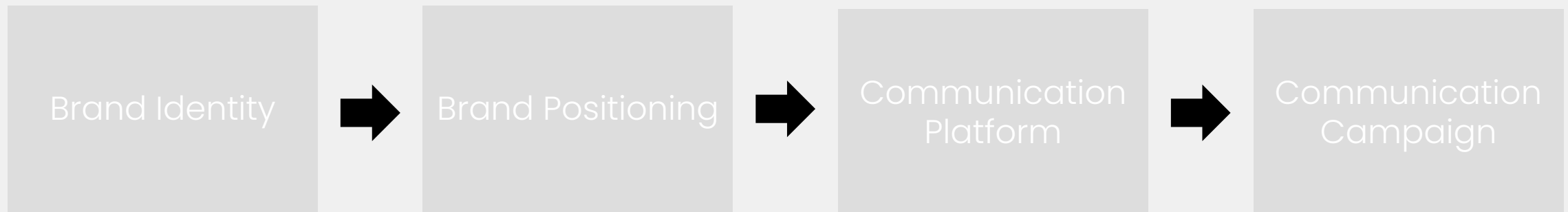
The main purpose of communication platform is to be a link between positioning and advertising campaigns

- **Consistency across channels**: It ensures that all marketing materials and messages across various channels are consistent and aligned with the brand's positioning.

- **Guidance for campaign development**: It provides a reference point for developing specific advertising campaigns, ensuring that all creative efforts support the brand's core message and identity.

- **Efficient communication**: By having a well-defined platform, the brand can communicate its value proposition and key messages more efficiently and effectively.

- **Target audience engagement**: A communication platform helps in crafting messages that resonate with the target audience, based on their needs, preferences, and behaviors, as identified in the brand's positioning statement.

- **Differentiation**: It assists in differentiating the brand from competitors by highlighting unique selling points and brand personality in a clear, consistent manner.

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Elements of communication platform

- **Core idea or Concept**: A central, overarching idea that summarize the brand's message and values. This core concept is intended to resonate with the target audience and can be adapted across different campaigns.

- **Tone of voice**: Guidelines on how the brand communicates, including the style, tone, and personality of the messaging. This ensures consistency in how the brand 'speaks' across all touchpoints.

- **Key messages**: The primary messages the brand wants to communicate to its audience. These are derived from the brand's value proposition and are tailored to appeal to the target segment.

- **Mascot (the dog):** Define and describe his role and characteristics.

- **Communication channels**: Preferred channels and mediums for reaching the target audience.

- **Brand values:** Define which brand values will be in focus.

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Core idea or concept

- People are increasingly turning to second-hand marketplaces not just to stretch their budgets further, but to find unique items that tell a story, their story.

- In these spaces, the joy of discovery is in the thrill of finding something truly one-of-a-kind and the satisfaction of securing it at a fraction of its original cost.

- This combination allows consumers to express their personal style and values in an economically savvy way, making each purchase feel like a smart, individualized choice that stands out from the generic offerings of mainstream retail.

- There is this double appeal of second-hand marketplaces: the economic benefit of finding affordable items and the emotional reward of discovering unique pieces that reflect individual tastes and values.

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Core idea or concept applicable to all communication

Young families
35- 45 y.o., with children, smart in their purchase decisions and authentic in their lifestyle.

- 1. Communication concept should be applicable to all target segments and all verticals, having in mind that the communication is oriented to the main target segment.

- 2. Communication of the offer or brand's category should be in a storytelling mode, from the perspective of a related item/product/service. This should be applied to all categories as well as the brand image communication.
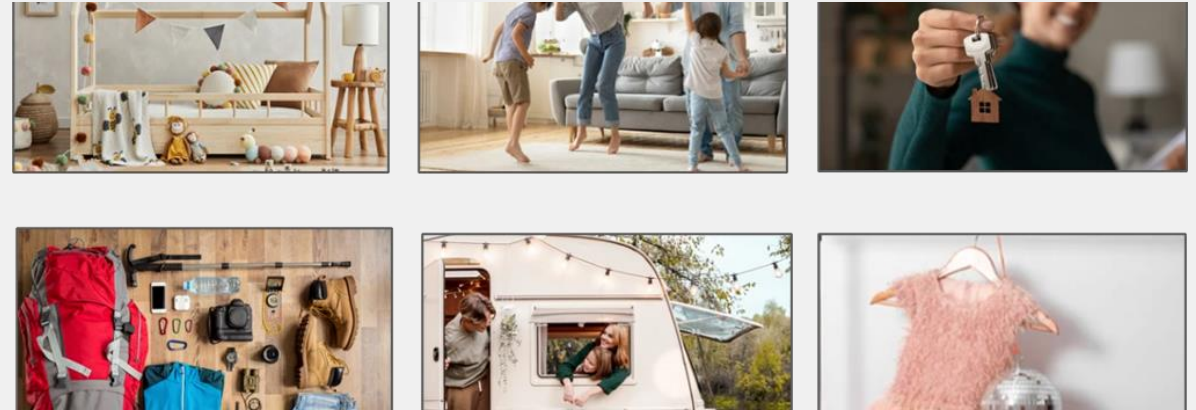
Tone of voice

Friendly

- The language should be warm, approachable, and inclusive, making everyone feel like they are welcomed into a conversation with a friend; messaging should use a conversational style, avoiding both the jargon and formalities that could create a distance.

Humorous

- Clever and subtle, also ensuring it is understood by a broad target; should be positive and light-hearted, memorable but not too obvious; it should be subtly entertaining and witty rather than funny and bringing tears of laughter. Should be a bit more sophisticated or intelligent than funny, often referring to the quality of being witty or clever.

Trustworthy

- Consistent and clear messages, relevant to the target. It involves communicating in a way that is sincere, respectful, and reflects the values of the brand, helping to build credibility and trust with the customers.

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Key message

Njuškalo is a reliable and innovative platform where unique stories come to life.

- Communication should dramatize reason to believe and show people with unique stories which would not exist without Njuškalo, because they have either solved their problem over the platform or it has empowered them in a way that they found a solution, a new opportunity, a unique item that they have searched for.

- It should feature narratives of individuals whose lives have been enriched or issues resolved through the distinctive offerings and connections made through the platform, highlighting the exceptional findings and chances they've encountered.

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Communication channels

| Main communication channel | DIGITAL | VIDEO is the main means of communication | Njuškalo's role: Appearing in the advisory role in a product/offer oriented ads |
| Other communication channels | TV & OUTDOOR | Used just for BRAND IMAGE, long term communication | Njuškalo's role: Appearing only in an outro of a TVC |

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Digital channels – forms and Njuškalo's (the dog) role

Digital channel	Type of content	Main message	Njuškalo's role
Njuškalo web page	Video Infographics Articles	How to… Explanation of new functionalities	Appears both as a static character (mascot) and animated character in advisory related content
Instagram/Facebook/ LinkedIn	Short videos for image (15 sec) Video up to 1 min for promotions Video up to 3 minutes for tutorials	Image message (open, reliable) Sales promotions	Appears in an outro, does not talk
Blog & Newsletter	Video tutorials Articles	New functionalities Circular economy Benefits of new offer	Appears as a static character and in videos in outro, does not talk

- Image KPIs: increase perception of open and reliable brand items for 6 p.p. till end od 2024.
- Sales/promo KPIs: CPM, CTR, Reach
- Sales/promotion budget should be at least 70% of total media budget
- At least 10% of budget per year should be dedicated to circular economy messages.

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Explanation of main brand values for image communication

- Campaigns should improve the following brand values:

    - open (accept and encourage different opinions, ideas and people)

    - reliable (refers to the quality of being consistently good in quality or performance; able to be trusted)

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Gen Z Brand Stories Examples, work in progress

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Gen Z

- Born between 1997 and 2012. into a digital world, comfortable with technology and digital communication. Highly connected through social media.

- Similar to Millennials, mostly living in urban areas.

- Short attention span - they prefer short, engaging content formats like videos and stories

- Value independence and self-reliance

- Care about social justice, diversity, and environmental sustainability.

- Value uniqueness and authenticity, celebrate diversity and inclusivity.

- Expect fast and seamless experiences, prefer instant access to information and entertainment.

- Seek meaning and purpose in their activities, support brands that align with their values and make a positive impact.

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Key messages

- Join us in shaping a more sustainable future.

- Your one-stop destination for sustainable shopping across all categories.

- From fashion to home essentials, discover endless possibilities

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Tone of voice

- Friendly and approachable - using a conversational tone, making them feel

- welcome and valued

- Empowering and inspiring to encourage users to make sustainable choices

- and take control of their shopping experience

- Informative - clear information about Njuškalo's features, benefits, and how consumers can make the most of the platform

- Engaging - use creative and engaging language

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Call to action

- Join our community today and start shopping sustainably.

- Start shopping sustainably today.

- Turn your unused items into cash. Sell with us today

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Deliverables

- Social media campaign (posts, stories, reels) targeting millennials and GenZ users

- Video content for platforms like YouTube, TikTok, and Instagram

- Influencer partnerships to promote sustainability and innovation themes

- Digital ads focusing on key categories and the overall brand message

- Email marketing to current users highlighting the new brand identity and

- expanded marketplace categories.

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Media Mix

- Social Media Advertising
  - Platforms: Instagram, Facebook, TikTok

- Content:
  - Engaging videos showcasing diverse product categories and sustainability
  - initiatives.
  - Ads highlighting user testimonials and success stories
  - Duration: Throughout the campaign period
  - Targeting: Demographic targeting based on age, interests, and behaviors

- Influencer Partnerships
  - Collaborate with eco-conscious influencers and lifestyle bloggers to promote Njuškalo's sustainability focus and diverse offerings. Some of the influencers that would be a good fit are Ida Prester and Nina Skočak

- Content:
  - Sponsored posts featuring influencer-curated product collections (fashion outfits, furniture pieces, books and similar items)
  - Duration: Throughout the campaign period

- Email Marketing

- Content:
  - Weekly newsletters featuring listings that fit user's interests and preferences, sustainability tips and new trends.
  - Duration: Weekly emails throughout the campaign period

- Search Engine Marketing (SEM)
  - Google Ads targeting relevant keywords related to sustainable shopping, online marketplace, second-hand goods.
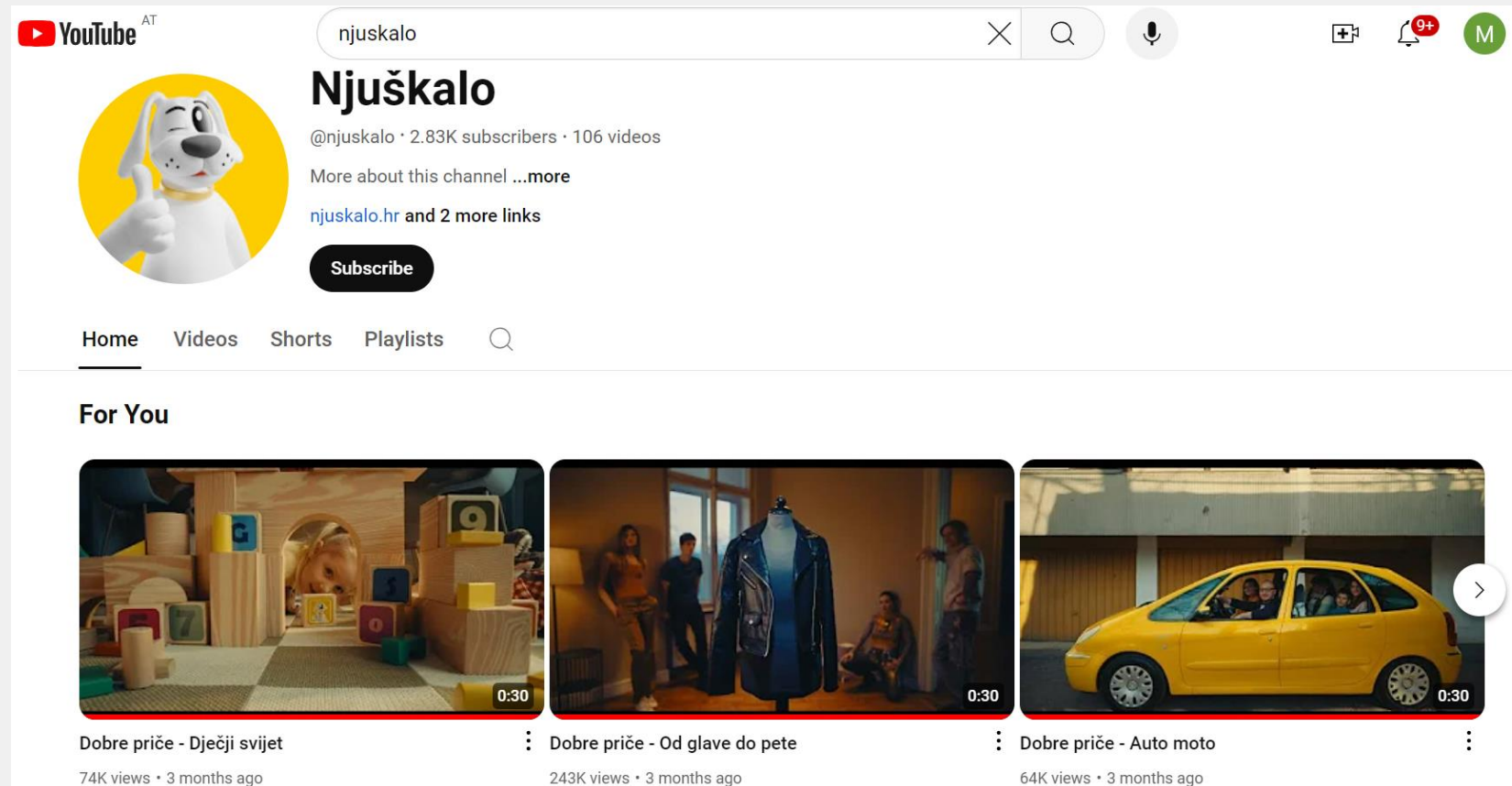 - Duration: Throughout the campaign period

Media Mix

- Content Marketing
  - Create engaging blog posts (or social media posts), articles, and infographics highlighting sustainability initiatives, user stories, and shopping guides.
- Content:
  - "5 Ways to Shop Sustainably on Njuškalo" blog post
  - "Meet the star buyers & sellers" article series
  - Upcycling Course Video Series: A series of instructional videos teaching users how to upcycle and repurpose common household items into new and useful products.
  - Duration: Regularly updated content throughout the campaign period

- Google Reach Campaigns:
  - Utilize Google's reach campaigns to maximize brand exposure across YouTube, Discover, and other Google platforms.
  - Target users based on broad audience interests related to sustainability, shopping, and lifestyle.
  - Duration: Throughout the campaign period

- Online Video Advertising (OLV):
  - Create engaging video ads for placement on YouTube..
  - Content: Compelling storytelling highlighting sustainability and user testimonials.
  - Duration: Throughout the campaign period

- Offline events:
- Pop-Up Events:
  - eco-friendly fairs, interactive sustainability workshops, and educational meet-ups (for example, how to make simple repairs of your clothes)
- Njuškalo Garage Sale or Flea Market:
  - Host a garage sale or flea market event where users can buy and sell pre-owned items in person, showcasing the convenience and variety of products available on Njuškalo
  - Provide opportunities for community engagement and interaction.
- Njuškalo Book & Records Fair:
  - Organize a book and records fair event, highlighting the cultural and nostalgic aspects of buying and selling used books and vinyl records on Njuškalo.

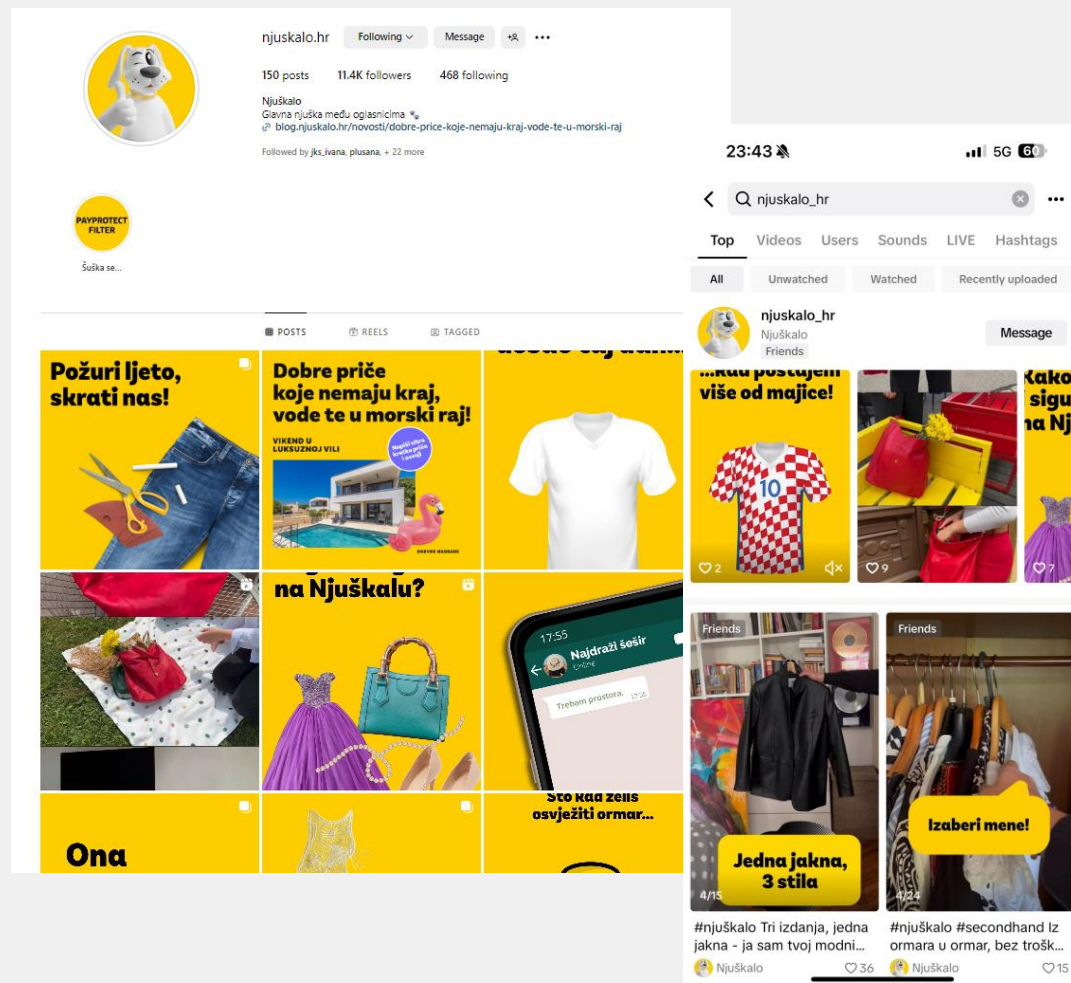**njuškalo** | Member of Styria Media Group Marketplaces

Media Mix

- Online Events:

- Viral Challenges:
  - Sustainability-themed challenges on TikTok encouraging Gen Z users to participate and share their experiences using Njuškalo.
  - Prizes for the most creative entries

- User-Generated Content Campaign:
  - Launch a hashtag campaign on Instagram encouraging users to share their sustainable shopping finds and tips. Repost user-generated content on Njuškalo's official account to foster community engagement.

- Community Building Initiatives:

- Community forums (Reddit):
  - creating and managing a subreddit dedicated to Njuškalo and its focus on sustainability and second-hand marketplaces.
  - Regularly post discussion threads on topics related to sustainability, second-hand shopping, upcycling, and community stories.

- Virtual events:
  - Host virtual events such as live Q&A sessions with sustainability experts, online workshops on upcycling and eco-friendly living, and panel discussions on environmental issues.

- User spotlight:
  - Feature user stories and testimonials on the Njuškalo social media channels and native articles, highlighting individuals who have embraced sustainable living and made meaningful contributions to the community.

- Sponsorships and collaborations:
  - Environmental Organizations: sponsoring their initiatives or supporting their events focused on sustainability and environmental conservation.
  - Fashion and Lifestyle Events: Sponsor or collaborate with fashion and lifestyle events in Croatia that align with Njuškalo's brand values, such as eco-friendly fashion shows, sustainable living expos, or community-driven marketplaces.
  - Youth Empowerment Programs: Partner with youth empowerment programs, educational institutions, or youth-focused initiatives to promote sustainable consumption habits and entrepreneurial opportunities among young audiences.

njuškalo | Member of Styria Media Group Marketplaces

Brand repositioning campaign; February 2024.

- https://www.youtube.com/@njuskalo

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Instagram, TikTok

Thanks!

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