

## News from the Croatian National Tourist Board

### CNTB is Looking for a New Slogan and Visual Identity for Croatian Tourism!



The Croatian National Tourist Board (CNTB) has announced a **Call for the selection of a new umbrella communication concept - Big Idea and the new visual identity of Croatia as a tourist destination**, which will be carried out in two phases. The first phase includes the pre-selection, which refers to the delivery of documentation proving the qualifications of potential bidders, while the second phase refers to the delivery of the bids of the selected bidders. Also, as part of the call, two project tasks are planned, namely the **creation of an umbrella communication concept** for which up to five bidders will be selected and the **creation of a visual identity** for which up to 10 bidders will be selected.

"It is a tender that will define the key promotional and communication direction for Croatian tourism, which will also encompass the new vision of Croatia as a tourist destination defined by the new Strategic Marketing and Operational Plan of Croatian tourism. In other words, through this call we want a new, fresh and creative approach that will hold the attention, intrigue, stimulate the mind and evoke emotions in the target audience. The umbrella communication concept must be unique, but simple and easy to understand, and at its core it should reflect the concept of natural beauty, confirmed by market research as one of the key advantages of our country and one of the most important motives for tourist visits to Croatia", said **Kristijan Staničić**, the Director of the Croatian National Tourist Board, emphasizing that through the call, the CNTB wants to collect proposals for creative solutions from highly specialized bidders with many years of relevant experience.

Just as a reminder, one of the key goals of the **Strategic Marketing and Operational Plan of Croatian Tourism** is the creation of a more prestigious tourist brand of Croatia in traditional and new markets. In order to effectively realize this vision and set goals, a qualitative upgrade is necessary, which will be made possible by the new umbrella communication concept and the new visual identity.

Additionally, although the call includes two separate project tasks, i.e. the creation of an umbrella communication concept that includes brand architecture and the creation of a visual identity, bidders have the option of applying for both tasks or just one. Also, it is important to point out that these are related tasks that will ultimately have uniform communication elements of the brand, which implies mutual cooperation and possible adaptation of the bidder's conceptual solutions if the same bidder is not selected for both tasks.

The call was published on the [official website of CNTB](#).