



# "InCo movement - the branding that made a difference"

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Ljubljana, 18. October 2010







## Navigation in unstable world

- 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?

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- 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
- ...





# Story to be continued

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## **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





InJo Inovacijsko novinarstvo  
InCo Inovacijsko komuniciranje

# MANIFEST InJo-InCo 2008

Povzetki in nadgradnja izhoda  
Konferenca o inovacijskem novinarstvu in komuniciranju -  
"Stanford po Stanfordu 2008"

Avtorji:  
mag. Violeta Bulc  
mag. Lada Godina Kešer  
Elena Lah  
Mojca Štepič

Ljubljana, oktober 2008



IPREK  
Inštitut za poslovno rast in kreativnost  
Institute for Business Growth and Creativity

InCo gibanje za inovativne preboje



InCo gibanje za inovativne preboje



**InCo konferenca 2010**

**3. Konferenca o inovacijskem komuniciranju**  
8. april 2010, Gospodarsko razstavišče, Ljubljana



## More friends, stronger brand

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- 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.

Paul Arden

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