

Coca-Cola
**Sarajevo
Holiday
Market**

04.12.2019.  13.01.2020.
HASTAHANA



ŠTA JE PRAZNIČNI (HOLIDAY) MARKET?

Organizirana prodaja u vrijeme praznika stara je, sigurno, koliko i historija organizirane trgovine u gradovima, a prvi božićni marketi nastali su u Njemačkoj, sredinom 15. stoljeća. Danas su zimski praznični marketi neizostavan dio ponude gotovo svakog većeg grada u svijetu.

Zajednički cilj ovih manifestacija je pospješiti prodaju u vrijeme novogodišnjih praznika, kada se tradicionalno najviše troši i kupuje, te doprinijeti kreiranju vesele, praznične atmosfere na ulicama gradova u kojima se ovi događaji održavaju.

WHAT IS A HOLIDAY MARKET?

The organized sale of items during the holidays is an old custom and is certainly as old as the history of organized trade within towns. The first Christmas bazaars were held in Germany in the 15th century. Nowadays, winter holiday markets are a must for nearly every larger city in the world.

The common aim of such manifestations is to boost sales around the time of the New Year holiday, a period when people typically tend to spend and buy the most. Another objective is to create a festive, holiday atmosphere on the streets of cities where such events take place.





ŠTA JE SARAJEVO HOLIDAY MARKET?

Sarajevo Holiday Market je sajamska manifestacija sa brojnim popratnim kulturnim, sportskim i zabavnim sadržajima, prilagođenim svim generacijama, a koja se u Sarajevu održava još od 2011. godine.

I naredno, deveto izdanje **Sarajevo Holiday Marketa** bit će postavljeno u parku Hastahana u centru Sarajeva, i to u periodu od 04. decembra / prosinca 2019. do 13. januara / siječnja 2020.

Pošto je glavni grad BiH mjesto susreta nekoliko različitih kultura, obično se u ovom periodu u Sarajevu slave Hanukkah, katolički božić, pravoslavni božić, te nove godine po gregorijanskom i julijanskom kalendaru.

Osnovni ciljevi **Sarajevo Holiday Marketa** su: pospješiti prodaju proizvoda i usluga svih učesnika i partnera u realizaciji manifestacije, kao i kreirati veseli praznični događaj koji će uveseliti kako građane Sarajeva, tako biti i svojevrsna atrakcija za brojne turiste koji Sarajevo posjećuju u ovom periodu.

WHAT IS THE SARAJEVO HOLIDAY MARKET?

The **Sarajevo Holiday Market** is a fair that offers many other complementary cultural, sporting and entertainment events that are suitable for all generations. This manifestation has been held in Sarajevo since 2011.

The upcoming (ninth) edition of the **Sarajevo Holiday Market** will again be held in Hastahana Park, in the center of Sarajevo, running from December 4, 2019 to January 13, 2020.

Given that the capital city of BiH is a place where several different cultures meet, the Catholic and Orthodox Christmases and Hanukkah are celebrated during this period, as well as the New Year, according to both the Gregorian and Julian calendars.

The main objectives of the **Sarajevo Holiday Market** are: to help boost sales for all the participants and partners who are involved in this manifestation and to provide visibility for their services, as well as to create a festive holiday event that will bring some cheer to Sarajevans, while also serving as a unique attraction for the many tourists who visit Sarajevo during this period.





OD ČEGA SE SASTOJI SARAJEVO HOLIDAY MARKET?

Sarajevo Holiday Market sastavljen je od šest međusobno povezanih dijelova:

1.

Sajamski dio

Osnovu **Sarajevo Holiday Marketa** predstavlja **sajamski dio**, kojeg čine **drvene prodajne kućice**, u kojima se, tokom mjesec dana trajanja Marketa prodaju suveniri i zanatski proizvodi, odjevni predmeti i dodaci, knjige, igračke, hrana i piće...

Ovaj dio **Sarajevo Holiday Marketa** predstavlja jedinstven prostor, gdje građani Sarajeva i turisti mogu kupiti praznične poklone za sebe i svoje najmilije, ali i okrijepiti se i degustirati probrane kulinarske specijalitete.

Dimenzije duplex prodajnih kućica su **5,4 x 2,2 metra**, dok su dimenzije pojedinačnih prodajnih kućica (duplex kućica pregrađena drvenim zidom) **2,7 x 2,2 metra**. U kućicama je obezbijedeno grijanje i priključak električne energije.

WHAT DOES THE SARAJEVO HOLIDAY MARKET INCLUDE?

The **Sarajevo Holiday Market** comprises **six** interconnected sections:

1.

The Bazaar Section

The main part of the **Sarajevo Holiday Market** is the **bazaar section**, which includes **small wooden sales kiosks/cabins**, where souvenirs, handicrafts, clothing and accessories, books, toys, foods and beverages...are sold during the month-long event.

This section of the **Sarajevo Holiday Market** offers a unique space where Sarajevans and tourists can purchase holiday gifts for themselves and for their dear ones, while also enjoying some refreshments and sampling culinary specialties.

Duplex cabins measure **5.4m x 2.2m** and single cabins (duplex cabins partitioned by a wooden wall) measure **2.7m x 2.2m**. The cabins have heating elements and access to electricity.



2. Dječiji paviljon

Najmlađim posjetiteljima **Sarajevo Holiday Marketa** namijenjen je **Dječiji paviljon** (topla, drvena kućica površine cca 50m²), u kojem se svakodnevno organiziraju igre i zabave za djecu, raznovrsne kreativne radionice, upoznavanja djece sa raznim profesijama, edukativni kursevi, čitanja bajki i priča, gledanje crtića i filmova...

Sve se to dešava pod nadzorom odgajatelja, pa **Dječiji paviljon** roditeljima nudi mogućnost da djecu povjere na skrb profesionalcima uz koje će njihovi mališani biti sigurni, moći se dobro zabaviti, ali i steći nova i korisna znanja.

Dječiji paviljon je, također, i mjesto gdje se djeca druže sa maskotama naših partnera, te se upoznaju sa njihovim proizvodima i uslugama, što našim partnerima pomaže da uspostave trajnu povezanost sa mališanima i njihovim roditeljima.

2. The Children's Pavilion

The **Children's Pavilion** (a warm, wooden cabin covering an area of about 50m²) is aimed at the **Sarajevo Holiday Market's** youngest visitors. Daily games and fun activities for children are organized here, as are various creative workshops, programs for kids to learn about different professions, educational classes, fairy tale readings, story time, cartoons and films....

With all of these activities taking place under the supervision of instructors, the **Children's Pavilion** is a venue where parents can trust professionals to take care of their little ones. Here they are safe and can have a good time while also gathering some new and useful knowledge.

The **Children's Pavilion** is also where youngsters can spend some time with our partner mascots and get acquainted with their products and services. This helps our partners develop lasting ties with youngsters and their parents.



3.

Luna Park, Pony ranč i Bina na otvorenom

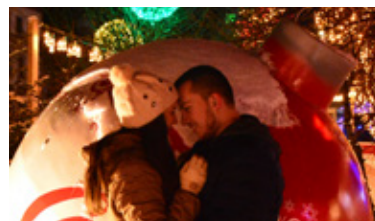
U blizini Dječijeg paviljona bit će postavljen i **Luna park** sa raznovrsnim animacijama – vrteškama, vrtuljcima, električnim autima..., **Pony ranč** sa malim konjima, koje djeca mogu jahati, hraniti i sa njima se fotografisati, a tu je i **Bina na otvorenom**, gdje se svakodnevno održavaju raznorazni programi za djecu; koncerti, dječije predstave, druženja sa Djeda mrazom i maskotama...

3.

Luna Park, Pony Ranch & Open Stage

T he following will be installed near the Children's Pavilion: the **Luna Park**, with its various activities (carousel, swing ride, electric cars...); the **Pony Ranch**, with small horses that children may feed, ride and have their pictures taken with; and there's also the **Open Stage**, which offers a rich daily program for kids, including concerts, children's performances, time with Santa Claus and the mascots....





4. Selo Djeda Mraza

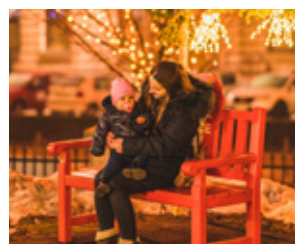
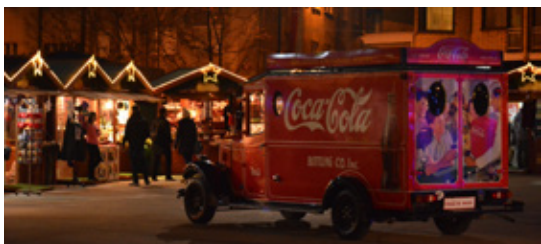
Selo Djeda mraza je mini tematski park posvećen Djeda mrazu, jelenima, vilenjacima, praznicima, darivanju, zimskoj čaroliji...

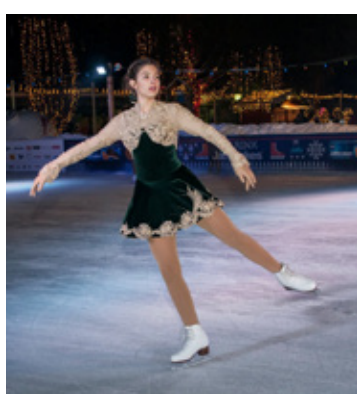
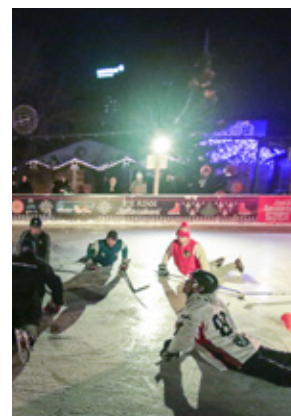
Tu se u **Slatkoj kućici** mogu kupiti slatkiši i praznični paketići, potom se može prošetati osvjtljenim i dekorisanim stazama, zastati ispod bogato ukrašene jelke visoke oko 20 metara, Djeda mrazovih saonica i drugih čudesa, te na kraju doći do **Kućice Djeda Mraza**, gdje posjetitelje dočekuje Djeda Mraz sa svojim pomoćnikom vilenjakom, te fotografom, koji je tu kako bi ovjekovječio druženja sa Djeda mrazom.

4. Santa Claus' Village

Santa Claus' Village is a mini theme park dedicated to Santa Claus, reindeers, elves, the holidays, gift-giving, winter magic....

Sweets and holiday packets are available for purchase at the **Sweet House** and visitors can take a walk along the well-lit, decorated paths and stand beneath the richly decorated, 20-meter-high Christmas tree, pass by Santa's sleigh and other marvelous sights until finally reaching **Santa Claus' House**, where they are greeted by Santa Claus and his elf assistant. Here visitors can also have their photo taken to serve as a memento of their time spent with Santa.



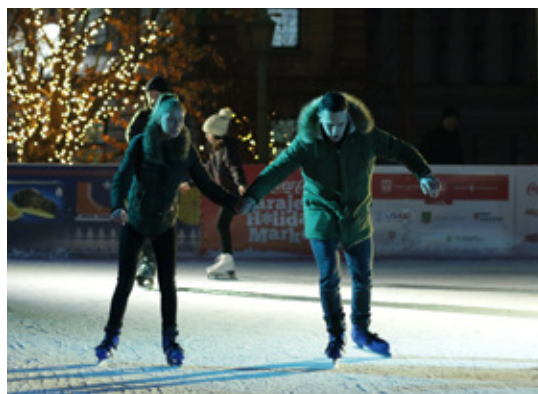


5. Klizalište na otvorenom

Veseloj atmosferi na **Sarajevo Holiday Marketu** doprinosi i **klizalište na otvorenom**, površine oko 400 kvadratnih metara, na kojem se pored komercijalnih termina klizanja održavaju i treninzi sarajevskih klizačkih klubova, škole klizanja, organizovane posjete učenika sarajevskih osnovnih škola, vesele zabave u organizaciji naših sponzora...

5. Outdoor Skating Rink

The **outdoor skating rink** at the **Sarajevo Holiday Market** also lends a festive atmosphere. Covering approximately 400 m², it offers regular times for public skating and serves as a place where Sarajevo skating clubs can hold their training sessions. It is also a venue for skating schools, organized visits by Sarajevo primary school students, cheery events organized by our sponsors....





6. Holiday Pub

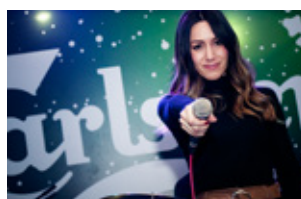
Sarajevo Holiday Market tokom mjesec dana trajanja nudi i bogat kulturni i zabavni sadržaj za odrasle u **Holiday Pubu**, ugostiteljskom objektu ispod šatora površine cca 600 m², koji ima toplotnu izolaciju i grijanje, a u sklopu kojeg se svaku večer održavaju koncerti i razne zabave, dok je tokom dana u tom prostoru organizirano gledanje sportskih sadržaja, filmskog i tv programa, izvlačenja nagradnih igara...

U ponudi **Holiday Puba** nalazi se širok asortiman pića, te hrana prilagođena ovom tipu ugostiteljskog objekta. Ovaj prostor idealan je za organiziranje prazničnih korporativnih zabava, promocije i degustacije hrane i pića...

6. Holiday Pub

The month-long **Sarajevo Holiday Market** also offers a rich cultural and entertainment program for adults at the **Holiday Pub**, a public venue set up beneath an insulated tent that has its own heating and covers an area of approximately 600 m². Concerts and various parties are held here every evening, and, during the day, events are organized for watching sports, films and TV programs; plus there are prize drawings....

The **Holiday Pub** offers a wide assortment of food and drinks, all of which are suitable for this type of venue. The tent is perfect for organizing corporate holiday parties, promotions, food and drink tastings....





KO SU POSJETITELJI SARAJEVO HOLIDAY MARKET?

Bez imalo pretjerivanja možemo ustvrditi kako su posjetitelji **Sarajevo Holiday Marketa** ljudi svih godina (od djece koja posjećuju **Dječiji paviljon**, tinejdžera i mladih koji koriste **klizalište** i zabavljaju se uz sadržaje **Luna parka**, pa sve do penzionera koji su česti gosti **Holiday Puba** i sajamskog dijela Marketa), spolova, rasa i nacionalnosti (domaći građani, ali i turisti), različitog socijalnog i imovinskog backgrounda...

Sarajevo Holiday Market je događaj kojeg je, ukoliko se nađete u Sarajevu u periodu od 04. decembra / prosinca 2019. do 13. januara / siječnja 2020., gotovo nemoguće ne primijetiti i na neki način u njemu ne učestvovati.

Više od **dva miliona posjetitelja** posjetilo je dosadašnjih osam izdanja **Sarajevo Holiday Marketa**. Među njima su bile i brojne javne ličnosti (predstavnici državnih i lokalnih vlasti, članovi diplomatskog kora, kulturni i sportski radnici, poduzetnici...), ali i mnogo onog običnog, finog svijeta, koji je svakodnevno uživao u širokoj ponudi **Sarajevo Holiday Marketa** i prazničnoj atmosferi koju je ovaj događaj donio u glavni grad BiH.

Ponosni smo na činjenice da smo tokom trajanja dosadašnjih izdanja **Sarajevo Holiday Marketa** skupa proslavili sve praznike, zajedno jeli Hanuka-halvu, božićne kolače i žito, palili menoru, jelku i badnjak...

WHO VISITS THE SARAJEVO HOLIDAY MARKET?

It is not an overstatement to say that the **Sarajevo Holiday Market** attracts visitors of all ages (from youngsters who visit the **Children's Pavilion**, and the teenagers and youth who come to use the skating rink and have fun with all of the activities at the **Luna Park**, to the senior citizens who often attend events at the **Holiday Pub** and visit the Market's bazaar). Visitors also include all genders, races, nationalities (local residents, as well as tourists), those from various social and economic backgrounds....

If you happen to find yourself in Sarajevo sometime between December 4, 2019 and January 13, 2020, the **Sarajevo Holiday Market** is an event that is virtually impossible to miss, and it is hard *not* to be taken in by it in some way.

More than **two million visitors** have attended the previous eight editions of the **Sarajevo Holiday Market**. This included many public figures (national and local political representatives, members of the diplomatic corps, those who work in the fields of culture and sports, business owners...), as well as the many everyday folks who came to enjoy the **Sarajevo Holiday Market's** rich daily offering and the holiday atmosphere it brought to the capital city of BiH.

We are proud of the fact that, during every **Sarajevo Holiday Market** held so far, we've celebrated all of the holidays together – we have eaten Hanukkah halva, Christmas cookies and wheat pudding together; we have lit the menorah and Christmas tree, and set the *badnjak* on fire...



ZAŠTO VI TREBATE UČESTVOVATI NA SARAJEVO HOLIDAY MARKETU?

1. Zato što ste pravno ili fizičko lice koje vidi interes u predstavljanju na ovom događaju;

2. Zato što ne želite propustiti priliku da predstavite vašu firmu, proizvode ili usluge u vrijeme novogodišnjih praznika, kada se, statistički je dokazano, najviše kupuje i troši;

3. Zato što ne želite propustiti priliku da se predstavite velikom broju ljudi koji posjećuju **Sarajevo Holiday Market**;

4. Zato što učešćem u ovom događaju možete pospješiti imidž vaše kompanije i povezati vaše brandove sa veselom, prazničnom atmosferom i dobrom zabavom;

5. Zato što je vaš proizvod idealan za prodaju i konzumaciju na samom **Sarajevo Holiday Marketu**, pa kroz učešće u ovom događaju možete pospješiti prodajne rezultate;

6. Zato što ćete doći u kontakt ne samo sa lokalnom, već i regionalnom i međunarodnom publikom;

7. Zato što će i ove godine ovaj događaj biti odlično medijski popraćen, što vam može pružiti odličnu priliku da iskomunicirate vašu kompaniju, proizvode ili usluge;

8. Zato što ovaj događaj predstavlja Sarajevo i Bosnu i Hercegovinu u boljem svjetlu i širi pozitivnu energiju, pa vaše učešće kao partnera ima i element društvene odgovornosti;

9. Zato što će, ukoliko vi tu ne budete prisutni, odličnu priliku iskoristiti vaša konkurencija.

WHY SHOULD YOU PARTICIPATE IN THE SARAJEVO HOLIDAY MARKET?

1. Because you are an individual or business that sees the benefit of presenting at this event.

2. Because you do not want to miss an opportunity to present your company, product or service at a time of year when, statistically speaking, people tend to buy and spend the most.

3. Because you do not want to miss an opportunity to present yourself to the large number of people who visit the **Sarajevo Holiday Market**.

4. Because, by participating in this event, you can enhance the image of your company and associate your brand(s) with a festive, holiday atmosphere and good times.

5. Because your product is perfect for sale or consumption at the **Sarajevo Holiday Market** and by participating in this event you can enjoy greater sales revenues.

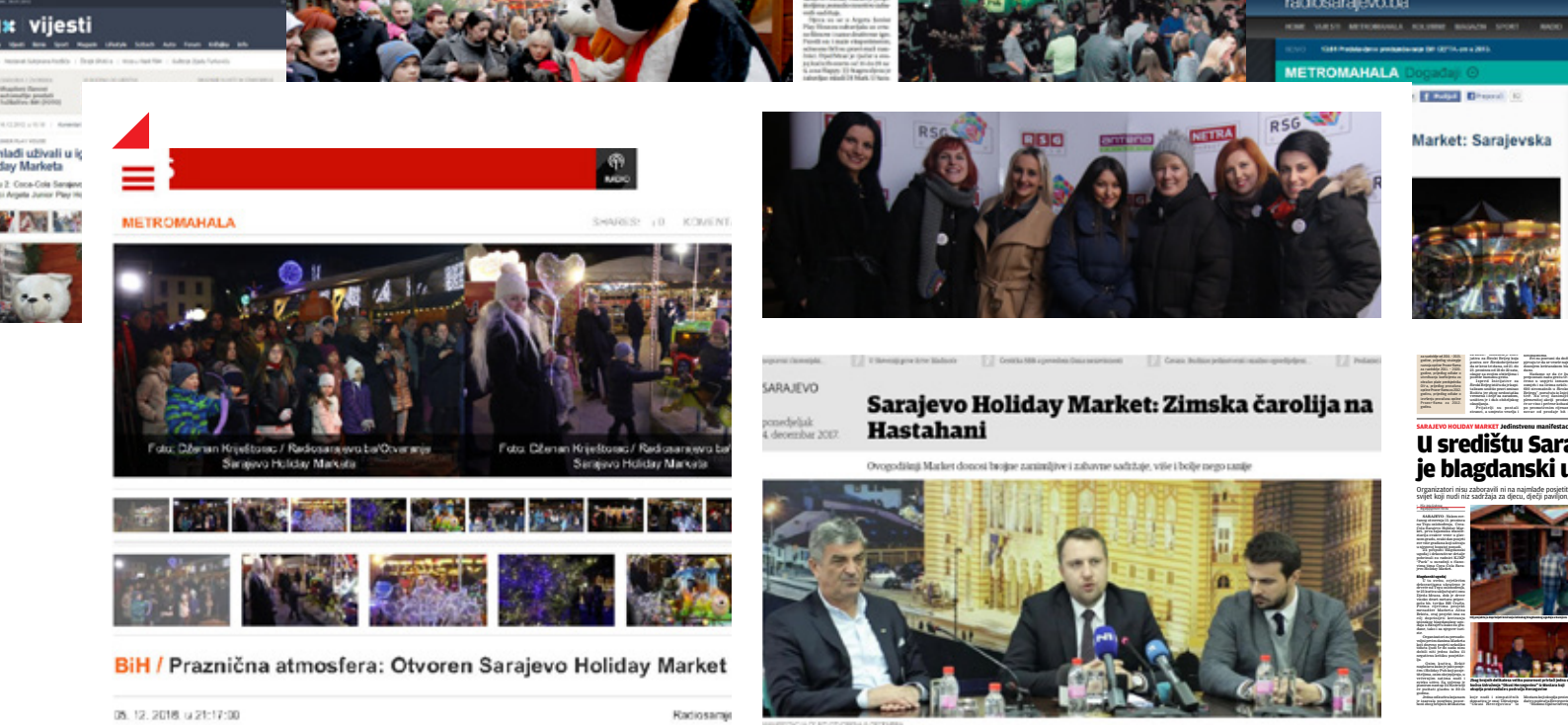
6. Because you will interact with a local audience, as well as regional and international visitors.

7. Because this year's event will again enjoy outstanding media coverage, which will be a great chance to convey everything about your company, product or service.

8. Because this event presents Sarajevo and Bosnia and Herzegovina in a better light and helps spread positive energy, so your participation as a partner also includes an element of social responsibility.

9. Because if you are not there, your competition will make good use of this opportunity.





OGLAŠAVANJE I PRISUSTVO U MEDIJIMA?

Pred **Sarajevo Holiday Market** i za vrijeme njegova održavanja poduzimamo opsežne promotivne aktivnosti. Ove godine one će, između ostalog, uključivati:

-  emitiranje najavnog TV spota na televiziji Hayat;
-  emitiranje najavnog radio spota na RSG Radiju, Antena Sarajevo i Radiju MiX;
-  internet oglašavanje na portalima www.klix.ba i www.destinationsarajevo.com;
-  outdoor oglašavanje na billboardima i city lightovima;
-  oglašavanje u printanim medijima Gracija i Sarajevo Navigator;
-  oglašavanje putem plakata;
-  oglašavanje kroz distribuciju letaka sa programom dešavanja
-  ""

WHAT ABOUT ADVERTISING AND MEDIA COVERAGE?

We pursue a comprehensive promotional campaign before the **Sarajevo Holiday Market** actually gets underway and this continues while it is running. This year's promotional activities will include:

-  TV advertisements on Hayat TV;
-  radio advertisements on RSG Radio, Antena Sarajevo and Radio MiX;
-  online advertisements on www.klix.ba and www.destinationsarajevo.com;
-  outdoor advertisements on billboards and city light poles;
-  printed advertisements in the publications, *Gracija* and *Sarajevo Navigator*;
-  posters;
-  flyers with information about scheduled events
-  ""



Pored navedenih metoda oglašavanja samog događaja i naših partnera, tu su i raznovrsne aktivnosti odnosa s javnošću, od kojih ćemo nabrojati samo neke:

In addition to the aforementioned promotional activities for this event and for our partners, here are some of the other media activities we engage in:



organiziranje press konferencija;



press conferences;



organiziranje promotivnih događaja (zabava, predstavljanja, promocija, degustacija, druženja sa maskotama...);



promotional events (parties, presentations, promotions, food/drink tastings, socializing with mascots...);



redovno slanje press saopćenja i fotografija i redovna komunikacija sa medijima;



frequent press releases and promotional photographs, as well as regular contact with the media;



redovna komunikacija putem društvenih mreža (Facebook, Instagram, You Tube...)



regular posts on social media (Facebook, Instagram, You Tube...) and



organiziranje nagradnih igara u sklopu kojih posjetitelji mogu osvojiti vrijedne nagrade



regular prize drawings, offering visitors a chance to win valuable prizes



....



....





KAO NAŠEM PARTNERU MOŽEMO VAM PONUDITI?



komuniciranje vaše kompanije, proizvoda ili usluge kroz naše komunikacijske kanale;



mogućnost promoviranja vaše kompanije, proizvoda ili usluge na samom mjestu održavanja događaja, pred velikim brojem posjetitelja;



mogućnost zakupa kućice / štanda u kojoj možete prodavati i promovirati svoje proizvode;



ekskluzivitet u promociji i prodaji vaših proizvoda i/ili usluga;

WHAT CAN WE OFFER YOU AS A PARTNER?



the promotion of your company, product or service through our communication channels;



the possibility of promoting your company, product or service where the event is taking place, for a large number of visitors;



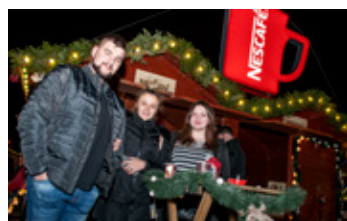
the chance to lease a small cabin/stand where you can sell and promote your products and



exclusive rights over the promotion and sale of your product and/or service.

Znamo da je svaki od naših partnera jedinstven, sa posebnim potrebama i željama. Stoga se nemojte ustručavati kontaktirati nas, kako bismo zajednički načinili plan vašeg predstavljanja na **Sarajevo Holiday Marketu**, a koji bi najbolje odgovarao vašim potrebama i maksimizirao vaše učešće kao partnera u realizaciji ovog događaja.

We know that every one of our partners is unique, with special needs and requests. Be sure to contact us so that we can develop a common plan for your presentation at the **Sarajevo Holiday Market**. We look forward to offering a proposal that will best meet your needs, while also maximizing your participation as a partner in the realization of this event.





SARAJEVO HOLIDAY MARKET – SDC D.O.O.

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