

SPORTO

STADIUM EXPERIENCE

LJUBLJANA, JUNE 9

2021 SPORTO Brands
by Mediana

M E D I A N A

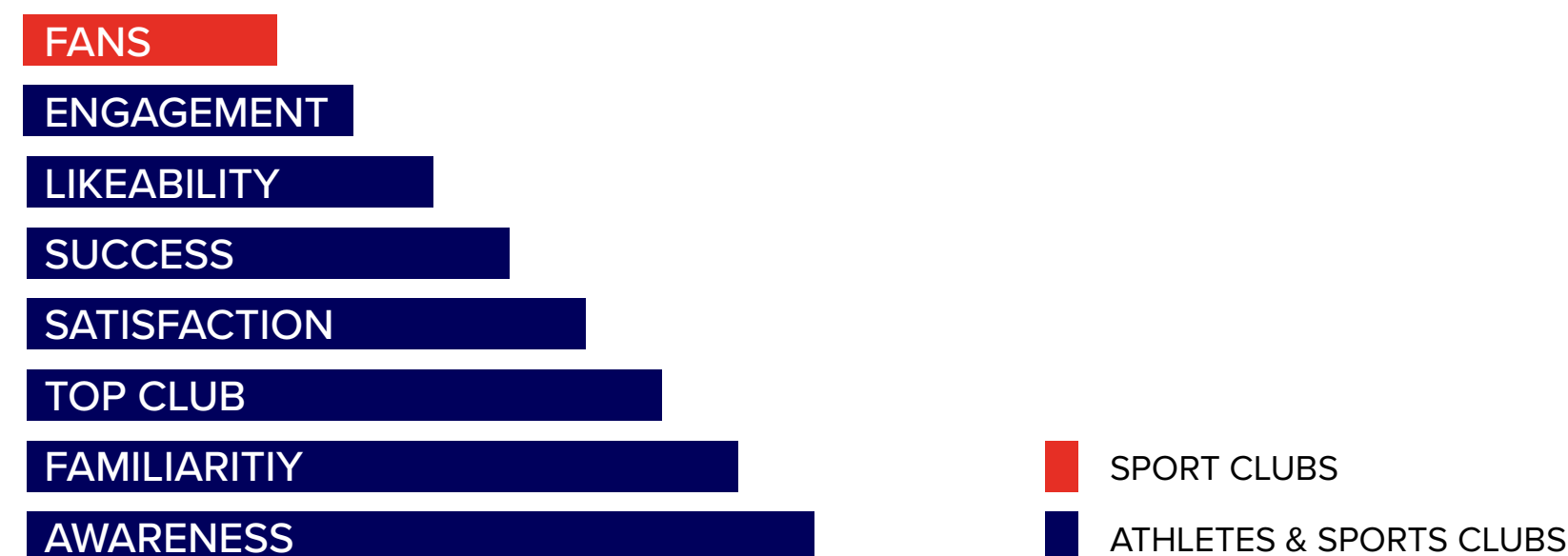
SPORTO BRANDS | 2021 | M E D I A N A

INTRO

For the 15th consecutive year in Slovenia (for the ninth time in Croatia and Serbia), SPORTO cooperated with Mediana (Institute for market and media research) in identifying the most valuable brands (clubs and athletes) in the eyes of the general public. Winners represent the most recognized, popular, successful, and marketing-wise appealing male and female athletes and sports clubs in Slovenia, Croatia and Serbia (based on public research).

METHODOLOGY

Brand value research model includes the following elements: awareness, familiarity (knowledge and following), top/leading edge (global reach), satisfaction (with achieved results), success (current results and potential), likeability (personality, appeal, trust), engagement (inclusion in informal conversations) and fan participation (measured only for clubs).



Each brand value model earns a maximum of 100 points (within each of 7/8 dimensions). When the winning “points” are connected to the winner of the model, as a result, we get the winning score of an individual athlete or club within the brand value model. Sporto Brands result is based on complex model of the 7 (athletes)/ 8 (clubs) dimensions. The percentages are the results of some dimensions in the model. A SPORTO Brand could be anyone who is the best at a minimum of one of the 7 (athletes)/ 8 (clubs) dimensions and exceeds total of 85 points.

- CAWI method
- Representative sample
- Population 15-75, N=1200 N=400 per country (Slovenia, Croatia, Serbia)
- MOST VALUABLE SPORTO BRAND (MVSb) INNOVATIVE model is based on current survey and well-established data scientists’ approach

Please find profiles of the SPORTO Brand title winners for 2021 (from Slovenia, Croatia and Serbia) with overall research score/points and chosen elements/ dimensions of the research (familiarity, likeability and engagement). The highest ranked athletes and clubs in each category (marked gold) receive the SPORTO Brand 2021 statuette.

*Social media following (from Instagram & Facebook) is not the element/dimension of the research. The followership is also not (the only) measure of social media success.

More information about the research:
sportobrand@medianagroup.net /[medianagroup.net](https://www.medianagroup.net)

SPORTOBRANDS | 2021 | M E D I A N A

SLOVENIA **SPORTS CLUBS**



NK MARIBOR

Football
Brand score: 99

Familiarity: 18%
Likeability: 20%
Discussion: 11%

Social media following:
Instagram 51K, Facebook 155K



RK CELJE PIVOVARNA LAŠKO

Handball
Brand score: 87

Familiarity: 13%
Likeability: 19%
Discussion: 7%

Social media following:
Instagram 11.5K, Facebook 38K

SERBIA **SPORTS CLUBS**



FK CRVENA ZVEZDA

Football

Brand score: 100

Familiarity: 36%

Likeability: 34%

Discussion: 31%



KK CRVENA ZVEZDA

Basketball

Brand score: 93

Familiarity: 33%

Likeability: 34%

Discussion: 27%

**Social media following:
Instagram 218K, Facebook 431K**



KK PARTIZAN

Basketball

Brand score: 88

Familiarity: 31%

Likeability: 29%

Discussion: 24%

**Social media following:
Instagram 162K, Facebook 340K**

CROATIA **SPORTS CLUBS**



GNK DINAMO ZAGREB

Football

Brand score: 99

Familiarity: 32%

Likeability: 24%

Discussion: 22%

**Social media following:
Instagram 301K, Facebook 581K**

SPORTOBRANDS | 2021 | MEDIANA

SLOVENIA MALE ATHLETES

LUKA DONČIĆ

Basketball
Brand score: 100

Familiarity: 48%
Likeability: 64%
Discussion: 37%

Social media following:
Instagram 6,8M, Facebook 3,2M

PRIMOŽ ROGLIČ

Cycling
Brand score: 92

Familiarity: 46%
Likeability: 55%
Discussion: 29%

Social media following:
Instagram 550K, Facebook 367K

TADEJ POGAČAR

Cycling
Brand score: 88

Familiarity: 40%
Likeability: 47%
Discussion: 26%

Social media following:
Instagram 574K, Facebook 27K

SERBIA **MALE ATHLETES**

NOVAK ĐOKOVIĆ

Tennis

Brand score: 98

Familiarity: 68%

Likeability: 59%

Discussion: 50%

**Social media following:
Instagram 10,7M, Facebook 10,6M**

NIKOLA JOKIĆ

Basketball

Brand score: 86

Familiarity: 39%

Likeability: 54%

Discussion: 35%

**Social media following:
Instagram 64K, Facebook 650K**

CROATIA **MALE ATHLETES**

LUKA MODRIĆ

Football
Brand score: 99

Familiarity: 41%
Likeability: 56%
Discussion: 34%

Social media following:
Instagram 23,6M, Facebook 22,4M

MARTIN AND VALENT SINKOVIĆ

Rowing
Brand score: 85

Familiarity: 20%
Likeability: 53%
Discussion: 6%

Social media following:
Instagram 43,5K, Facebook 29,5K

SLOVENIA **FEMALE ATHLETES**

JANJA GARNBRET

Sport and rock climbing
Brand score: 97

Familiarity: 38%
Likeability: 66%
Discussion: 21%

Social media following:
Instagram 427K, Facebook 97K

NIKA KRIŽNAR

Ski jumping
Brand score: 92

Familiarity: 34%
Likeability: 69%
Discussion: 20%

Social media following:
Instagram 20K

URŠA BOGATAJ

Ski jumping
Brand score: 85

Familiarity: 33%
Likeability: 55%
Discussion: 18%

Social media following:
Instagram 10.5K

SERBIA **FEMALE ATHLETES**

IVANA VULETA (ŠPANOVIĆ)

Athletics

Brand score: 99

Familiarity: 35%

Likeability: 64%

Discussion: 21%

**Social media following:
Instagram 577K, Facebook 306K**

MILICA MANDIĆ

Taekwondo

Brand score: 89

Familiarity: 23%

Likeability: 66%

Discussion: 11%

**Social media following:
Instagram 12K, Facebook 10K**

CROATIA **FEMALE ATHLETES**

SANDRA PERKOVIĆ

Athletics

Brand score: 95

Familiarity: 28%

Likeability: 35%

Discussion: 11%

**Social media following:
Instagram 121K, Facebook 53K**

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