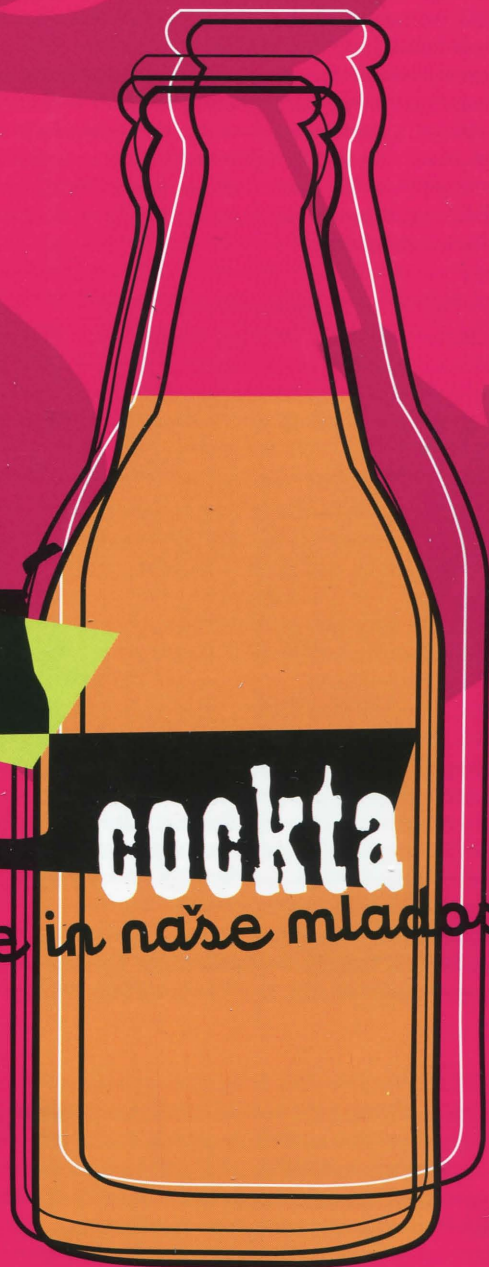


ZA DEDIŠČINO  
IN PRIHODNOST  
SLOVENSkih  
BLAGOVNIH  
ZNAMK, NA POTIK  
MARKETINŠKEMU  
MUZEJU



**cockta**

*Pijača vaše in naše mladosti*

razstava  
o dediščini slovenskih  
blagovnih znamk v  
Slovenskem  
etnografskem muzeju  
17. junij - september 2010

# SLOVENSKI ETNOGRAFSKI MUZEJ ZA DEDIŠČINO IN PRIHODNOST SLOVENSKIH BLAGOVNIH ZNAMK - NA POTI K MARKETINŠKEMU MUZEJU



Slovenski etnografski muzej je na pobudo Društva za marketing Slovenije (DMS) zasnoval in postavil razstavo *Cockta, pijača vaše in naše mladosti. O dediščini slovenskih blagovnih znamk*. Tej pobudi botruje idejna zamisel o bodočem marketinškem muzeju DMS o preteklosti uspešnih slovenskih blagovnih znamk, ki so pomemben del slovenske gospodarske in kulturne dediščine. Namen razstave v SEM je povezati področje materialne in nematerialne kulturne dediščine blagovnih znamk z vidika njihove vloge v načinu življenja in v kulturi, ravni ekonomskega razvoja, potrošništva, vloge in oblik oglaševanja, razvoja trženja in ponudbe na trgu. Spričo dejstva, da so nemirne gospodarske spremembe na zadnjem prelomu stoletij skoraj uničile marsikatero slovensko blagovno znamko, je med strokovnjaki za trženje zrasla potreba, da jih zaščitijo in ohranijo. To nalogo bi po mnenju Društva za marketing Slovenije morali opraviti v procesu zbiranja gradiva o blagovnih znamkah, kar bi bila osnova za nastanek marketinškega muzeja, ki bi pomembno prispeval k razumevanju razvoja marketinške stroke in potrošniške kulture v našem okolju. S tem bi blagovne znamke postale ena od sestavin muzealizirane nacionalne identitete.

Na razstavi je posebej osvetljen fenomen Cockte in pojasnjeno je, zakaj so znamke pomembne. Dejstvo je, da je Cockta simbol slovenske potrošniške revolucije in da ostaja najznačilnejša predstavnica koncepta 'slovenska znamka'. Njena vloga za naš gospodarski in družbeni razvoj je nesporna. Raziskovanje zgodovine slovenskih znamk in razstava *Cockta, pijača vaše in naše mladosti* sta zato predvsem izraz spoštovanja do vseh, ki so ustvarjali in razvijali Cockto in druge znamke, ki so postale del naše kulturne identitete in nas prijetno spominjajo na čase gospodarskega in družbenega razcveta. Na poti k marketinškemu muzeju razstava s Cockto naznanja mladost ter nove sveže ideje za ohranjanje dediščine slovenskih znamk in za njihovo prihodnost. Razstava prikazuje tudi nekatere izbrane primere znanih slovenskih blagovnih znamk, med katerimi so skoraj vse preživele gospodarske in druge spremembe v 20. stoletju in zaznamovale gospodarsko zgodovino blagovnih znamk. Njihove korenine gre iskati v dediščini regionalnih obrtniških in industrijskih izdelkov. Sem sodijo družbe Pivovarna Laško, Radenska, Kolinska oz. Droga Kolinska, tovarne Emo Celje, Peko, Ilirija, Gorenje, Šumi in Elan.



# THE SLOVENE ETHNOGRAPHIC MUSEUM FOR THE HERITAGE AND FUTURE OF NATIONAL BRANDS — A STEP TOWARDS A MARKETING MUSEUM

Following an initiative from the Slovene Marketing Association, the Slovene Ethnographic Museum has created the exhibition *Cockta, the drink from our younger days. The heritage of Slovene brands*. This initiative arose from the idea of a marketing museum of successful Slovene brands, which are an important part of Slovenia's economic and cultural heritage.

The aim of the exhibition is to connect the material and intangible cultural heritage relating to brands with their role in the way of life and culture, with the level of economic development, consumerism, the form of advertising used and its role, the development of marketing and what is available on the market.

In view of the fact that the turbulent economic changes at the recent turn of the century nearly destroyed many Slovene brands, there arose a need among marketing experts to protect and preserve them. This task should, in the opinion of the Slovene Marketing Association, be achieved by collecting materials on brands which would serve as the foundation for the establishment of a marketing museum that would make an important contribution to the understanding of the development of marketing and consumer culture in the Slovene context. This would mean that brands became one of the components of the national identity held in museums. The exhibition focuses in particular on the phenomenon of Cockta and clarifies why brands are necessary. Cockta is a symbol of the Slovene consumer revolution and the most characteristic representative of the 'Slovene brand'. Its role in our economic and social development is not in dispute. Thus research into the history of Slovene brands and the exhibition *Cockta, the drink from our younger days* are above all an expression of respect towards all those who created and developed Cockta and the other brands that became part of our cultural identity and which are a pleasant reminder of a time when our society and economy flourished. As a step in the journey towards a marketing museum, the Cockta exhibition is a harbinger of youth and fresh new ideas for preserving the heritage of Slovene brands, as well as their future.

The exhibition also presents selected examples of well-known Slovene brands, almost all of which survived the economic and other changes of the 20th century and left their mark on the economic history of brands. Their roots can be found in the heritage of regional craft and industrial products. This includes the companies Pivovarna Laško, Radenska, Kolinska / Droga Kolinska, and the factories Emo Celje, Peko, Ilirija, Gorenje, Šumi and Elan.

Source: Bojana Rogelj Škafar, Janez Damjan.

From the exhibition catalogue *Cockta, the drink from our younger days*, SEM, 2010.

# COCKTA, PIJAČA VAŠE IN NAŠE MLADOSTI

## Sodobna slovenska legenda

Znamka Cockta ima posebno vlogo v razvoju slovenskega trženja že od samega nastanka v začetku 50. let 20. stoletja, ko je v gospodarstvu prevladovala še vloga države. Skozi promocijo Cockte so se generacije Slovencev učile zahodnega življenjskega stila in se spoznavale z novimi oblikami oglaševanja. V prodajnih rezultatih Cockte je mogoče spremljati gospodarske razmere v bivši državi Jugoslaviji in moč slovenskega gospodarstva na tujih trgih. Za znamko Cockto je leta 1994 že bila napisana osmrtnica, pa se je pod novim lastnikom z retro steklenico in močnim oglaševanjem uspešno vrnila na trg. Njen začetni uspeh na trgu lahko razložimo s konceptom "pioneer brand advantage", uspeh po letu 2000 pa se sklada z retro trendi na trgu. Za Cockto je tako kot za druge slovenske znamke pomemben tudi učinek "consumer ethnocentrism". Številne slovenske znamke iz preteklih obdobj so uspeli zadržati svoj ugled in tržni delež ter predstavljajo ponos slovenskega gospodarstva, so del nacionalne identitete. Hkrati pa so tudi ogrožene zaradi tranzicije, globalizacije in drugih sprememb na trgu. (mag. Janez Damjan. Iz kataloga razstave *Cockta, pijača vaše in naše mladosti*, SEM, 2010.)

## Nastanek Cockte

Zgodba o Cockti se je začela leta 1952, ko je direktor podjetja Slovenija vino Ivan Deu iz Združenih držav Amerike prinesel v kovčku stekleničko Coca-Cole in predlagal, da podobno pijačo izdelajo za domače tržišče. V istem letu in leto pozneje so razvili skrivni recept za prvo gazirano brezalkoholno pijačo v takratni Jugoslaviji. Zanj je zaslužen Emerik Zelinka. Leta 1953 je Cockta z vpisom v knjigo Zveznega patentnega urada v Beogradu in v knjigo patentnega urada v Bernu postala zaščitena znamka.

Ime Cockta je povezano z besedo koktajl (cocktail), saj gre za mešanico šipka, limone in vrste zdravilnih zelišč, ime Cockta Cockta pa se je zgledovalo po ameriški Coca-Coli.

## Zorenje blagovne znamke

Leta 1952 je Sergej Pavlin, takrat študent arhitekture, zasnoval prvo stekleničko za Yugo Cockto, ki so jo oglaševali kot Cockta Cockta. Oblikoval je še vrsto reklamnih izdelkov: embalažo za prenašanje stekleničk, poslikavo kamionov, reklamne kombinezone za predstavitev ob planiških skokih, idr.

Med nastalimi reklamami tistega časa pa je še danes poznan plakat Uroša Vagaje z zagorelo deklico – s čopom, oblečeno v rumeno majico –, ki pije Cockto.

## Prvič na trgu: Planica 1953

Nova pijača Cockta se je z veliko propagandno akcijo prvič predstavila javnosti 8. marca 1953 na smučarskih skokih v Planici: na panojih je bila na modrem ozadju plakata Vagajeve zagorela deklica, dekleta iz kolektiva Slovenija vino, oblečena v kombinezone s Cocktinimi znaki, so med gledalci raznašala Cockto, od železniške postaje pa do skalnice so stala reklamna stojala s Cockto. Stekleničke Cockte so bile ob skokih osrednja zanimivost.





## Propaganda

Podjetje Slovenija vino je po uspehu Cockte v Planici še bolj okrepilo propagando z različnimi akcijami. Ena izmed njih je fotografiranje prodajalke s kovinsko košarico za prodajo Cockte na železniških peronih in otrok, ki pijejo Cockto.

Podjetje Slovenija vino je v svojem glasilu oglaševalo Cockto kot pijačo, primerno za otroke, mladino in ljubitelje brezalkoholnih pijač, ter priporočalo gostinskim lokalom, naj jo mešajo z alkoholnimi pijačami – z vinom, s pivom, z vermutom, rumom idr. Cockta Cockta je bila v prodaji v gostinskih obratih, hotelih, restavracijah, kavarnah, bifejih, športnih društvih, tovarniških menzah, slaščičarnah in mlekarnah. Ob koncu petdesetih let so v Tovarni vžigalic Dolac v Bosni in Hercegovini izdali serijo vžigalčnih škatlic z različnimi duhovitimi motivi, povezanimi s Cockto, ki so vabili ljudi, naj jo pijejo v vseh življenjskih okoliščinah in v vseh letnih časih.

## Začetki konkurence: "Rogaška Cockta" 1953

Po uspehu Cockte na trgu leta 1952 so v Rogaški Slatini izdelali kopijo Cocktine stekleničke z napisom Rogaška 1953 in jo napolnili z mešanico Cocktinega sirupa in slatine iz Rogaške Slatine. Poskus se ni posrečil; korist od mešanice je imel le žganjar Anderlič, ki je iz pokvarjenega zvarka kupal žganje. Sledil je spor med podjetjema Slovenija vino in Rogaška Slatina, ki so ga reševali na Državni politični arbitraži.

## Razvoj znamke in njen razmah na trgu

Po Planici je Slovenija vino v manj kot letu dni prodalo štiri milijone stekleničk Cockte. Število potrošnikov je strmo naraščalo. Trg se je razširil tudi prek licenčnih prodajalcev oz. sodavičarjev, ki so polnili Cockto pod pogoji, določenimi v licenčni pogodbi. S tem se je prodaja močno povečala v vsej nekdanji Jugoslaviji, kjer je bilo leta 1967 že 90 licenčnih proizvajalcev, ki so letno proizvedli prek 75 milijonov steklenic. Leta 1963 je bila zgrajena prva polnilnica za polnjenje brezalkoholnih pijač v Beogradu. Dogajale so se tudi zlorabe: sodavičarji brez licenc, ki so polnili Cocktine stekleničke z nadomestki, podobnimi Cockti, so jih prelepili s svojimi nalepkami, npr. ekstra Cockta, super Cockta. Da bi zaščitil znamko in kakovost Cockte, je Slovin (nekdanje podjetje Slovenija vino) številnim kooperantom odvzel licenco in preusmeril razvoj proizvodnje samo v lastne polnilnice. Posledica negativnih dogajanj je bil upad izdelave in porabe, na to pa je vplivala tudi tržna uveljavitev drugih gaziranih brezalkoholnih pijač, npr. Coca-Cole in Schweppesa, ki so začele po letu 1968 spodrivati Cockto – do takrat edino takšno pijačo pri nas. Slovin si je na različne načine prizadeval, da bi povečal prodajo: Cocktin sirup je začel izvažati na Poljsko in Nizozemsko, leta 1974 je Cockta dobila novo preobleko – novo evro stekleničko (0,25 l) in eno najbolj poznanih gesel: Cockta, pijača vaše in naše mladosti.

Ob 30-letnici Cockte, ki so jo spet praznovali v Planici, je Slovin prvič poslal na tržišče Cocktino plastenko in skupaj s Smučarsko zvezo Slovenije organiziral tekmovanje v smučarskih skokih Pokal Cockta. Tudi Cockta v pločevinki se je prvič pojavila v Planici leta 1988.

## Po letu 1991

Vse je kazalo, da bo po letu 1991 Cockta izrinjena s tržišča in pozabljena (kar so napovedovali tudi nekateri tržni strokovnjaki), vendar je leta 2000 blagovno znamko kupilo podjetje Kolinska in proizvodnjo oz. polnjenje preselilo v Rogaško Slatino. Predvsem od leta 2005, ko sta se združili podjetji Droga in Kolinska, je prišlo do velikih sprememb in ponovnega uspeha na trgu. Blagovna znamka Cockta tradicionalno še naprej ostaja tesno povezana s športom.



# COCKTA, THE DRINK FROM OUR YOUNGER DAYS

## A contemporary Slovene legend

The Cockta brand has played a special role in the development of marketing in Slovenia from its very beginnings in the early 1950s, when the state dominated the economy. The promotion of Cockta introduced generations of Slovenes to the Western style of living and new forms of advertising. The sales results of Cockta reflect the economic conditions in the former Yugoslavia and the power of the Slovene economy in foreign markets. In 1994, an obituary was already written for the Cockta brand, but under a new owner, re-launched in a retro bottle, and with the support of extensive advertising Cockta made a successful comeback on the market. Its initial success can be explained with the concept of "pioneer brand advantage", while its success after 2000 was in line with the retro trends in the market. An instrumental factor to the success of Cockta as well as other Slovene brands is the effect of "consumer ethnocentrism". Many Slovene brands from past periods managed to preserve their reputation and market share, and these represent the pride of the Slovene economy, because they are part of the national identity. But at the same time they are endangered by the transition, globalisation, and other changes in the market. (Janez Damjan, M.A. From the exhibition catalogue *Cockta, the drink from our younger days*, SEM, 2010.)



## The origin of Cockta

The Cockta story begins in 1952 when Ivan Deu, the Director of the company Slovenija vino, came back from America with a bottle of Coca-Cola in his suitcase and proposed that a similar drink should be produced for the domestic market. Beginning that same year and continuing the next, a secret formula was developed for the first carbonated soft drink in Yugoslavia. The credit for the recipe can be ascribed to Emerik Zelinka, who was helped by his brother Leo. In 1953, with its registry at the Federal Patent Office in Belgrade and the Patent Office in Bern, Cockta became a protected trade mark.

The name Cockta is connected to the word cocktail, as Cockta is made from a mixture of rosehip, lemon and a number of medicinal herbs. The derivative Cockta Cockta was modelled on the American Coca-Cola.

## The maturing of the brand

In 1952, Sergej Pavlin, who was then a young architecture student, created the first bottle for Yugo Cockta, which was advertised as Cockta Cockta. He also produced a number of advertising products: packaging for the bottles, the design to be painted on delivery trucks, costumes with advertising for ski-jumpers in Planica, and so on.

The poster that became famous and which is still recognised today was designed by Uroš Vagaja and shows a suntanned girl with a pony tail, wearing a yellow t-shirt and drinking Cockta.

## On the market for the first time: Planica 1953

Cockta was presented for the first time on 8 March 1953 at a ski-jumping competition in Planica, with a huge advertising campaign – hoardings showing Vagaja's suntanned girl against a blue background, while female staff from Slovenija vino, dressed in overalls with the Cockta logo, distributed Cockta among the crowd: all the way from the railway station to the ski jump there were advertising stands with Cockta and the bottles of the drink were the main attraction.



## Advertising

After Cockta's success in Planica, Slovenija vino strengthened its advertising through a number of campaigns. One of them involved photographs of a Cockta seller with her metal basket on railway station platforms and of children drinking Cockta. In its newspaper, Slovenija vino advertised Cockta as a drink suitable for children, young people and all those who like soft drinks and advised hostellers to mix it with alcoholic beverages such as wine, beer, vermouth and rum. Cockta was sold in bars, hotels, restaurants, cafes, sports clubs, factory canteens, patisseries and shops selling dairy produce. In the late 1950s, a match factory in Dolac in Bosnia and Herzegovina created a series of match boxes with various witty motifs connected with Cockta, inviting people to drink it in any situation at any time of year.

## The first market competitor: "Rogaška Cockta" 1953

After the appearance of Cockta on the market in 1952, the Rogaška Slatina factory created a copy of the Cockta bottle with the label Rogaška 1953 and filled it with a mixture of Cockta syrup and Rogaška Slatina mineral water. The experiment did not succeed; the only person benefiting from the mixture was the distiller Anderlič, who made brandy out of the spoilt liquid. There followed a dispute between the companies Slovenija vino and Rogaška Slatina, which was resolved at the National Political Arbitration court.

## The development of the brand and its spread on the market

After Planica, in less than a year Slovenija vino sold 4 million bottles of Cockta. Customer numbers increased steeply and Slovenia vino opened a new filling plant that also produced the syrup. The market spread to licensed soda water sellers, who filled Cockta under the conditions defined in their licence agreement. This increased sales throughout the former Yugoslavia, where in 1967 there were already 90 licensed manufacturers, who filled over 75 million bottles a year. In 1963 a new filling plant for soft drinks was built in Belgrade. Some unlicensed soda water sellers also cheated and filled Cockta bottles with other drinks, similar to Cockta, and stuck on their own labels, such as Extra Cockta, Super Cockta, etc. On the basis of the protected trade mark and Cockta's quality, Slovin (the former Slovenija vino) withdrew the license from many co-operators and redirected production to its own filling plants. This resulted in a fall in sales and production, which was also partly influenced by other carbonated drinks such as Coca-Cola and Schweppes, which in 1968 began to take over from Cockta, until then the only drink of this kind. Slovin made several attempts to increase sales. Cockta syrup was exported to Poland and the Netherlands; in 1974, Cockta gained a new European bottle (0.25 l) and the celebrated slogan: Cockta, the drink from our younger days.

At the 30th anniversary of Cockta, which was again celebrated in Planica, Slovin for the first time launched on the market a plastic bottle and with the Ski Association of Slovenia named the ski-jumping competition for younger competitors the Cockta Cup. The first tin of Cockta also appeared for the first time in Planica in 1988.

## From 1991 onwards

After 1991 it seemed that Cockta would be pushed off the market and be forgotten (this was also predicted by some marketing experts) and in 2000 the trade mark was bought by the company Kolinska, which moved production and filling to Rogaška Slatina. In particular since 2005, when Droga merged with Kolinska, major changes occurred, resulting in another marketing success. The Cockta brand has since appeared at all the major sports events.

Slovenija  
Cockta - KOLINSKA  
1952 - 2005



# DROGA KOLINSKA

Družba Droga Kolinska, d.d. je nastala s spojitvijo družb Droge, d.d. in Kolinske, d.d. maja 2005 z namenom povečanja tržne moči in rasti družbe. Internacionalizacijo je podjetje doseglo istega leta z vstopom v lastniško strukturo dveh pomembnih srbskih podjetij, Grand Prom in Soko Nada Štark. Ključne blagovne znamke Droge Kolinske so: Argeta, Barcaffé, Grand kafa, Smoki, Cockta, Donat Mg, Bebi, Štark.

The company Droga Kolinska, d.d. was created on May 2005 through the merger of the companies Droga, d.d. and Kolinska, d.d. with the aim of increasing market strength and company growth. Internationalisation was achieved in the same year through the purchase of shareholdings in two important Serbian companies, Grand Prom and Soko Nada Štark. Droga Kolinska, d. d. together with its controlled companies forms the Droga Kolinska Group, which is in turn part of the Istrabenz Group. Droga Kolinska's key brands are: Argeta, Barcaffé, Grand kafa, Smoki, Cockta, Donat Mg, Bebi, Štark.

## SLOVENSKI ETNOGRAFSKI MUZEJ



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### DROGA KOLINSKA



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