

## Vukasin Bursac

### Yugoslavia – a brand that has disappeared



#### I. BRAND CREATION

Yugoslavia, as a union of six republics, was created after Second World War. Very importantly, it had a common army for all the republics called JNA – Yugoslav National Army. In order to create a sense of unity among different republics, the government strongly supported various mobility programmes for example in the army as well as student exchange programs. These programs led to many mixed marriages. Any children born in that period really felt that they were Yugoslavs.

With Tito, Yugoslavia had a charismatic leader who was also one of country's main brands. In foreign policy, Tito stood for neutrality and keeping good relations with other countries and blocks (Yugoslavia didn't belong to any post-WWII blocs). Within the country, different nations and religions lived successfully together (Christians – catholic and orthodox, Muslims) while Tito was alive. All of this made him an enormously popular leader, both at home at abroad. It is an interesting fact that his funeral is regarded as the largest state funeral in history (source: wiki).

In the period after Second World War, the country was developing really quickly.



Industrial production was growing and competitive goods stamped *Made in Yugoslavia* were sold all around the globe. Movies were also exported gaining remarkable success in China.

In Yugoslavia, people addressed each other as “druze” – My Friend – which also promoted closeness among the people.

#### BRAND FADING

After Tito's death, the country fell into a financial and political crisis which resulted in an economic breakdown. This gave rise to ever stronger feelings of nationalism, and

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eventually, war became inevitable. Civil war destroyed the country, and the brand “Yugoslavia” disappeared. There is a lot of finger pointing regarding these events and, to this date, no one is really ready to take the responsibility for the things that happened.