

Summary of the City of Warsaw and WDA Workshop

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Background

- **Warsaw Destination Alliance (WDA)** organised a meeting of representatives of various organisations dealing with the promotion of Warsaw, which took place on the 31st of March 2004 at the InterContinental Hotel in Warsaw (e.g. PAliIZ, Instytut Marki Polskiej, Warsaw Promotion Bureau, The Warsaw Voice etc.)
- The discussions were led at **4 tables** (1 English speaking), each one represented by companies' delegates, moderator and notes taking person. Sessions lasted for 1,5 hour, and were led on the basis of specially designed discussion's guide.
- The **discussions** in small groups, **led by Synovate's** moderators, were **aimed at** working out the outlines of cooperation between organisations for the joint promotion of Warsaw – a vision of this promotion, forms of cooperation and examples of concrete activities.
- The following is the **summary** of these discussions.



Proposition of the Concept for Warsaw (tested)

Warsaw is a city where history changes like in a kaleidoscope. The old mixes with the new. East meets West. Traces of communism disappear with the dynamism of capitalism.

This unique blend allows you to find many things for yourself – the Old Town, grand monuments, modern shops, movies and theatres, high-class cultural events. All this for low, pre-EU prices.

Warsaw is a lively, exciting and surprising city waiting to be discovered. The capital city of the largest country joining the EU.

Come here. Stand at the street and look around. See Warsaw with your own eyes.
Now!

BE RIGHT HERE, RIGHT NOW.



Evaluation of the Concept - in general

- The concept was generally **accepted** by the participants of the meeting. Many of its aspects were regarded as important and **worth underlying** in the promotion of Warsaw. However, some **omissions** in the city's description were pointed out as well.

POSITIVES	NEGATIVES
<ul style="list-style-type: none">- Truthfulness of the concept:<ul style="list-style-type: none">- Warsaw is really a „unique blend” – „East meets West”, the fusion of architecture and arts- it needs to be discovered and is appreciated more with closer exploration - „whatever you think – it’s better than you expect”- Underlining the dynamic development of the city, inviting to visit it right now- Credibility of the concept – it reverses the stereotype of Warsaw; it confirms that it is grey, but at the same time it is becoming beautiful, modern and alive	<ul style="list-style-type: none">- Lack of Unique Selling Proposition (USP) – too universal, no strong distinction from other cities- No information about Warsaw people – friendly and smiling; youngsters and students; also about Polish cuisine and restaurants- Too little dynamism, music, nightlife, emotions and fun, „undiscovered” places, city’s current attractions, and too much communism- Too little emphasis on the economic potential of Warsaw- Unnecessary stressing low prices – Warsaw should not become a cheap or beer destination

Evaluation of the Concept – New Ideas

- **Additional ideas** which can be included in the concept:
 - Promotion of Warsaw not only as a tourist destination but **also as a business meeting point** (congresses, conferences)
 - „Warsaw – a place of meetings”
 - „Have you thought of Warsaw?” – nowadays people do not think about Warsaw as a destination for a conference or weekend break and it needs to be changed - Warsaw as „a next destination for weekend breaks and business conferences” after Prague, Budapest and other capitals
 - Giving concrete examples affirming multidimensionality, „unique blend” of Warsaw: **indicating tourist and investment products**, e.g. the Royal Route, the district of Praga, business centres
 - Promotion of Warsaw through various **events organised in the city** (cultural, economic, etc.)
 - „Warsaw – a city of challenges”

Evaluation of the Concept – Target Group

- The participants of the discussions differently identified the groups to which the concept would apply:
 - On the one hand **business tourism** – conventions, congresses, conferences, and on the other hand **leisure weekend breaks**, tour groups
 - Mainly **young** people
 - People who have **never been to** Warsaw
 - **All** people – universal concept
 - **Active, open people**, seeking new, interesting places.

Cooperation (1)

- Cooperation of all organisations to help the promotion of Warsaw is, in the opinion of the participants of the meeting, **very much needed**. It should be based mostly on the **consultation of the objectives**, working out **joint vision of promotion** – including one Warsaw brand – and then also coordination of the budgets and joint planning of the events (e.g. „2006 – the year of the Royal Route”).
- Additionally, the cooperation between organisations could mean **reciprocal website links**, **joint representation** of Warsaw during fairs and exhibitions, providing **embassies** with the coherent promotional message.
- The cooperation should include **authorities** on the central (among them also ministries) and local level, as well as **business, media, PR** representatives and **non-governmental** organisations promoting Warsaw.

Cooperation (2)

- During the discussions the proposals to **invite to the cooperation** the Polish Chamber of Commerce, Chambers of Commerce of other countries, local entrepreneurs' associations and „friends of Warsaw” e.g. Association of Friends of Praga (a district of Warsaw) appeared.
- **Information flow** is crucial in a fruitful cooperation between organisations, that means the need for conducting **regular meetings** – beside the current contacts between persons specially delegated for this cooperation from each organisation. The participants of the meeting proposed **once a month** working meetings. Additionally there could be also meetings organised on the decisive level* **once a quarter**.

* *Decision makers from the organizations (CEOs, Directors etc.)*

Cooperation (3)

- The **coordination** of the cooperation, in the opinion of the participants of the meeting, could be done by **WDA**, as an initiator of the meeting and joint activities for Warsaw, together with the City Hall. The representatives of other organisations could join **WDA Sales & Marketing Committee** in order to unify their promotional messages. Individual opinions appeared that the cooperation should be supervised by a special committee/ council constituted from the representatives of different organisations.
- Also the opinions about the **level of formalising** the cooperation were divided – from loose coordination up to structured and hierarchic cooperation with Board and Supervisory Council. **The rule of specialisation** should be precedent in each case - so that each organisation could deal with what it does best.

Activities for Warsaw (1)

- The discussion about the joint activities for Warsaw concentrated on promotional activities:
 - Working out and promoting **one common brand** (including logo and slogan) for Warsaw
 - Joint **image advertising** on TV (e.g. BBC) and press (e.g. Financial Times)
 - TV commercials aimed at private tourists above all; conferences and conventions more specifically targeted (e.g. by MPI - Meeting Professionals International)
 - Creating **new channels** of promotion, using new technologies (mainly Internet) and own channels of particular organisations – all activities need to be **coherent** in their message.

Activities for Warsaw (2)

- **Coordination of the expenditures** for the promotion of Warsaw within all organisations – thanks to the synergy effect – would increase the effectiveness of all promotional activities.
- Beside the promotional activities, in order to attract tourists to Warsaw, it is also essential to **improve the infrastructure** of Warsaw and make the city more **foreigner-friendly** (e.g. training staff serving the tourists, information centres for tourists, signs in English, higher standard of public toilets, cleaner streets, improvement of safety etc.)

Sources of Funds

- The main source of funds for the promotion of Warsaw should be own **funds of organisations** – their proper coordination will enable to use them in a much more effective way than up to now.
- The opportunity for gaining **additional funds** may be the European Union funds, subsidies from local authorities or sponsors.
- Additionally, during the discussions the idea of „**hidden tax**” in all places tourist use and spend money, such as restaurants, museums, taxis, hotels, etc. appeared. Additional amount of money (e.g. 1 PLN or 50 gr) added to each bill could be assigned for Warsaw promotion.

Mascot of Warsaw

- The most frequently mentioned figure to become a mascot of Warsaw was the **Warsaw Mermaid**. Some of the participants of the meeting proposed that she could have different faces and clothes depending on the situation. However, one group of debaters (though the smallest one) rejected the Mermaid, as a too serious symbol, associated with dramatic events from the history of Warsaw, that should remain the crest of Warsaw and not its promotional logo.
- **Other propositions:** bison, magpie, peacock, dragon, „taxi-dog” („sausage dog”), moustached figure,
 - Penguin – some participants regarded it as a good idea – funny and friendly, but it can bring to mind cold and bad stereotypes of Poland as a land of white bears
 - There appeared also ideas to choose as a symbol for Warsaw an animal with dual nature – predatory and dynamic from one side, and from the other - friendly and nice – like Warsaw. A dog or a cat (most preferably a panther) could be such an animal, or more “Polish” lynx or wildcat.

Loyalty Programmes

- The most frequently mentioned idea for loyalty programme for tourists visiting Warsaw, aimed at more actively exploring the city and re-visiting, was extending the already existing **Warsaw Tourist Card** by further discounts.
- In one group the participants proposed also the programme of **collecting scores/ „mermaids”** while being in various places in Warsaw (theatres, restaurants, museums, etc.), that could be then exchanged for an album about Warsaw, free accommodation or flight, etc.

Conclusions

The background features a series of overlapping, curved shapes in a warm color palette. A large, bright yellow shape curves from the bottom left towards the right. Overlapping this is a thick, vibrant red shape that curves upwards from the bottom center towards the top right. A lighter orange shape is visible at the bottom left, partially overlapping the yellow and red shapes. The overall composition is dynamic and modern.

Conclusions (1)

The Concept

- The representatives of the organisations promoting Warsaw **accepted** the proposition of the concept for Warsaw, as it is true, credible and stresses the dynamic development of the city. However, according to them, there should be more emphasis on the **economic potential of Warsaw**, its **business climate** – advantageous for organising business meetings/ conferences, as well as many opportunities for new investments.
- From this reason we recommend considering adding to the concept an element positioning Warsaw not only as a tourist destination but also as a **place for business meetings such as conferences and conventions**. An example is given on the following slide.
- As far as the sentence „**All this for pre-EU prices**” is concerned, we recommend to leave it in the concept, although it may position Warsaw as a cheap and beer destination in the opinion of some participants. Low prices are still the advantage of Warsaw in comparison to Western capitals. However, on the execution level, it should be remembered to put the **right emphasis** and stress low prices of products like works of arts, philharmonic concerts or branded clothes and not alcohol, cheap hostels and bars.

Proposition of the Concept for Warsaw

Have you thought of Warsaw? Prepare to want to go to Warsaw!

Warsaw is a city where history changes like in a kaleidoscope. The old mixes with the new. East meets West.

This unique blend allows you to find many things for yourself – the Old Town, grand monuments, super modern shopping malls, cinema multiplexes and theatres, high-class cultural events. All this for low, pre-EU prices.

Warsaw is a lively and exciting city waiting to be discovered. The capital city of the largest country joining the EU. Your **next destination for conferences and/or weekend breaks. Come and be pleasantly surprised.**

Come here. Stand at a street and look around you. See Warsaw with your own eyes.

BE RIGHT HERE, RIGHT NOW.



Conclusions (2)

Cooperation

- All the participants of the meeting agreed that cooperation between their organisations would be very **needed and welcomed**. They would even **invite still more organisations** to take part in this cooperation, so that everyone dealing with Warsaw promotion was involved in it. The cooperation would strengthen the promotional activities, with which all the organisations are dealing now on their own.
- The opinion prevailing was that the cooperation should take the form of the **coordination of activities**, leaving each organisation to deal with what it does best/ specialises in. The coordination could be supervised by **WDA**, which seems to be a „natural coordinator” as an initiator of such a cooperation, together with **Warsaw local authorities** – in order to have partnership between public and private sector.

Conclusions (3)

- **Information flow** is crucial in a good cooperation. In order to make it the most effective, it is proposed to delegate **one person** from each organisation to deal with the current cooperation. **Once a month** they should meet on working meetings and additionally, **once a quarter**, there could be organised meetings on the decisive level.
- Within the cooperation the organisations should, first of all, work out **one brand** for Warsaw – meaning jointly establishing the final version of the concept and finding a logo, a promotional slogan (that would exist independently from the concept) and a mascot for the city.
- It is needed to **coordinate** all the promotional activities and expenditures for Warsaw promotion, that is aimed at more effective promoting of one coherent message. Therefore the organisations should **exchange the information** regarding budgets, planned expenditures and also **contacts**, sponsors, unique experiences and valuable know-how.

Conclusions (4)

- Beside the promotional activities, very important in attracting tourists and business decision makers to Warsaw, is **improving the infrastructure** of the city and making it more foreigner-friendly (e.g. signs in English, training service staff, etc.).

Sources of Funds

- The main source of funds for joint promotional activities appeared to be the current promotional **budgets of the organisations**. Their proper coordination and synergy effect will increase the effectiveness of the expenditures spent so far by all the organisations on their own.

Conclusions (5)

Mascot

- The participants of the meeting have not worked out one idea for the mascot for Warsaw. The **Mermaid** was the most often mentioned example, but, it is worth noticing, mostly by **Polish people**. It seems to be reasonable to gain some **more opinions** from foreigners in this respect.

Loyalty Programmes

- The participants of the meeting indicated the already existing **Warsaw Tourist Card** as a good idea for loyalty programme for tourists visiting the city. It already gives the tourist discounts in various places in Warsaw. And it only requires **including more and various places**, services, products they can obtain for the lower price by using the card – to make it more attractive for different groups of tourists.

Our curiosity is all yours.
Thank you.



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Research reinvented



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