



Fundacja **Warsaw** Destination Alliance

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Warsaw on BBC World

The Warsaw Destination Alliance foundation has begun another promotional campaign for Warsaw on the BBC World television channel. The 30-second spots show Warsaw as an attractive location for business meetings. The campaign started on September 17th and will continue until November 11th 2007. LOT Polish Airlines, redNet Property Group and CEPIF are partners of this initiative.

The *Wake up to Warsaw* advertising campaign on BBC World consists of 280 spots, with the adverts running 5 times per day during peak viewing times during the 8-week period.

The campaign is aimed at senior managers, and particularly at persons who organize conferences and congresses, as well as their participants. The objective is to present Poland's capital as a new, attractive place for business meetings, a city that could be an alternative to other European destinations. This autumn's BBC World campaign will be the sixth completed by the WDA.

According to Alex Kloszewski, the President of Warsaw Destination Alliance – the autumn campaign completed by WDA and its partners: LOT and redNet will strengthen the image of Warsaw as an attractive destination worth visiting whilst on business or as a tourist. We are proud to have representatives of the airline and real estate sectors as our partners; LOT and redNet are aware of the importance of building up Warsaw's image abroad as a business destination. We have to increase the recognition of Warsaw among the BBC World audience (of which 36% are managers) as this has a direct influence on the financial results of Polish companies, as well as on the number of tourists visiting Warsaw.

In the humorous advertisement grey mannequins - bored with the routine of going to the usual business destinations - fall from their chairs at the very thought of a trip to a vivid and fascinating Warsaw. The advertisement, which was produced by BBC World, was used during the first *Wake*

up to Warsaw campaign. Furthermore, it was short-listed for the “Best Contribution to an International Campaign by a Media Owner” category at the Media & Marketing Awards, a prestigious ceremony held annually in Britain.

This year’s campaign forms part of the WDA’s long-term promotional strategy for Warsaw. The adverts, which were first screened on BBC World in October and November 2006 reached 9.6 million viewers. According to a survey commissioned by the broadcaster, BBC World counts 876 thousand senior managers amongst its audience.

Partners comments about the *Wake up to Warsaw* campaign:

Lissa Jones, Account Manager, BBC Global Channels, Central and Eastern Europe

We are delighted to be working again with the Warsaw Destination Alliance as they launch their autumn campaign on BBC World. We certainly value the longstanding relationship we now have with them, and are impressed with all that they have achieved to date in promoting the city of Warsaw.

Wojciech Kądziołka, the press secretary of PLL LOT

Warsaw, with its Fryderyk Chopin international airport, is PLL LOT’s base. We have observed steady growth in the number of passengers visiting Warsaw during the last few years. We cooperate with Warsaw Destination Alliance to promote Warsaw as an interesting city for foreigners, and as a one of the main business destinations in Central & Eastern Europe.

Robert Chojnacki, Prezes redNet Property Group

redNet Property Group, the owner of CEPIF, the CEE’s largest commercial real estate fair, which is held in Warsaw, is proud to support and contribute financially to the promotion of Warsaw on BBC World. The success of Warsaw is the success of all companies which operate in the city, and we hope our example will encourage more companies to support the WDA’s future advertising campaigns. Cities are increasingly competing with each other as business destinations, and it’s essential that Warsaw competes with the best of them.



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Warsaw Destination Alliance Foundation

Warsaw Destination Alliance was founded 5 years ago. The aim of the foundation is to promote Warsaw all around the world and to support its development. WDA promotes tourism, culture and business, it is engaged in important events taking place in Warsaw and it organizes conferences and congresses in Warsaw. The foundation has already conducted 6 advertising campaigns promoting Warsaw in the biggest international media e.g. BBC World, CNN and International Herald Tribune. Thanks to them the foundation reached the most influential people in Europe and was able to create the image of Warsaw as attractive business and touristic destination. The foundation is financed from member fees, voluntary marketing fees for Warsaw promoting activities, donations, auctions and events.

Warsaw Destination Alliance Members

Warsaw Destination Alliance associates 85 companies from different branches. Warsaw Destination Alliance is a foundation which was created by the biggest network hotels: Hyatt Regency Warsaw, Holiday Inn Warszawa, InterContinental Warszawa, Le Regina, Le Royal Meridien Bristol, Marriot Warsaw, Radisson SAS Centrum Hotel, Hotel Rialto, Sheraton Warsaw Hotel & Towers, Sofitel Victoria, Residence St. Andrews Palace, The Westin Warsaw, Hilton Warsaw Hotel & Convention Centre, Novotel Warszawa Centrum, Best Western Hotel Mazurkas, Polonia Palace Hotel. The foundation is formed by airlines, car rent companies, restaurants, galleries, museums and grocer's shops. Foundation activity was initiated by Alex Kloszowski, former General Manager of the InterContinental hotel in Warsaw and Gerd Bauer former General Manager of Sheraton hotel in Warsaw.

More information:

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